FOR MODERN HOMES

OLSON VELVETY RUGS

PATTERN NO. 646

OLSON RUG COMPANY CHICAGO

Forty-eight Years

—In the same business.
—Occupying the same location in Chicago.
—Under the same successful management.
—Now making rugs for daughters and granddaughters of first customers.
—The largest and oldest manufacturers of rugs from old carpets in the world.
(We make over 1,200 rugs a day.)

YOU ARE CORDIALLY INVITED TO VISIT OUR RUG FACTORY WHEN IN CHICAGO

Grand Prizes

Olson Rugs have been awarded Grand Prizes at the World's Fair, Chicago; Pan-American Exposition, Buffalo; and at fifty-two other Fairs and Expositions.

Catalog No. 67

The prices in this catalog take the place of prices in all other catalogs.

Established 1874

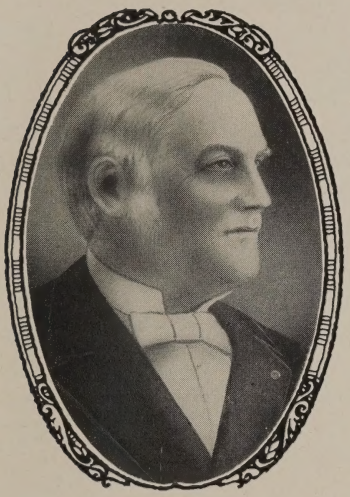
We occupy this entire building, 225,000 square feet of floor space.

The Factory Behind the OLSON VELVETY RUG

Copyright 1922, Olson Rug Co.

A Message to You

From the President of the Largest Rug Factory in the World Dealing DIRECT With the Home



OLSON VELVETY RUGS have caused a sensation in the rug business. Nothing to equal them has ever been made by others from old carpets, rugs and old clothing. They rival in appearance and wearing qualities the high grade Wiltons and Axminsters—yet they cost only one-half as much.

Because of their likeable, livable qualities and unusual durability and because they give their owners **pride of economy,** OLSON VELVETY RUGS are used in thousands of the most exclusive homes (homes that could well afford higher priced floor coverings), as well as the large hotels and most select clubs.

My 48 years of rug manufacturing have given me an intimate and thorough knowledge of all the details of successful rug weaving. It is because of this knowledge that I was able to invent the money-saving OLSON PROCESS of **reclaiming** the wool in your old carpets, rugs, and old clothing.

The OLSON VELVETY RUG is the kind of floor covering you have always longed to have—**at one-half the price.** It is by far the best rug you can get for the money, no matter where you look.

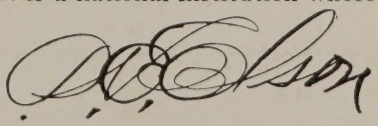
By the appearance of the home, the tastes, habits, and ideals of those who live there are most surely expressed. That is why discriminating women, everywhere, welcome this chance to secure harmonious, two-toned VELVETY RUGS for their floors—floor coverings that give that unmistakable atmosphere of refinement and contentment so characteristic of our best American homes.

Because one and two-toned rugs will harmonize with the decorating scheme of every room they are recommended today by the best interior decorators, and demanded by fashionable women.

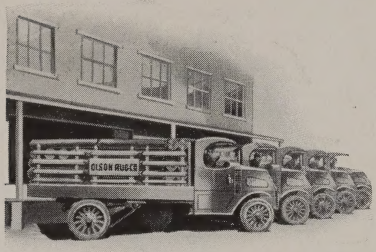
Picture a beautiful OLSON VELVETY RUG in your home. You can select any color or pattern shown in this book, regardless of the color of the material you send us.

Rooms used in this catalogue to illustrate the refined, harmonious effect of up-to-date one and two-toned OLSON VELVETY RUGS are actual reproductions from some of the finest homes in this country.

I urge you to read my liberal guarantee on the back cover. I expect it to be taken literally, word for word. I have written it just as strong, direct and clear as I know how. Our immense factory organization, the strongest banks in the United States and over 1,000,000 satisfied customers stand back of this guarantee. The Olson Rug Co. is a national institution whose success has been founded upon 48 years of honest advertising, prompt delivery, small profits, and no misrepresentations.



How Your Old Carpets, Rugs and Clothing Are Made Into New Velvety Rugs



OUR immense organization has been built to give you the finest rug possible **in less time,** and **for less money** than you can get it from any other rug manufacturer.

The intensely interesting story of how your old material is transformed **within one week** into beautiful, new, rich-toned OLSON VELVETY RUGS is a lesson in efficiency and practical economy. Aided by the most improved machinery, perfected and patented by the Olson Rug Company, our expert workmen are able to **reclaim** the wool in your material and weave it into new rugs, so superior to rugs made by any other concern from old material, that there is no comparison.

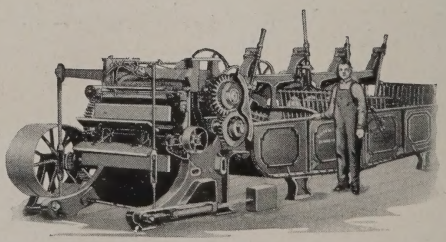
In fact, the only rugs that can compare with Olson Velvety Rugs are the high-grade Wiltons and Axminsters, made from new material—**and they cost twice as much.**

So that we can get your material the same day it arrives in Chicago, we maintain a fleet of auto trucks which call at every freight depot in Chicago twice a day. The moment your carpets, rugs and old clothing arrive at our factory, they are weighed, and a card is attached giving full directions for filling your order, and carrying out your instructions.

Not a moment is lost. Your old material starts at once on its one-week journey, which will turn it into beautiful, *two-tone* floor coverings that will give many years of usefulness.

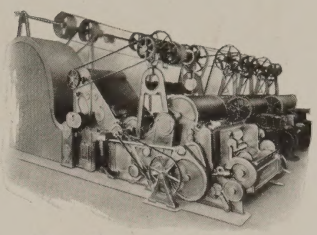
CLEANING AND SCOURING

Your old material goes immediately from the scales into a large net bag, which prevents it from getting mixed with the material of other customers. This bag is placed in an immense scouring machine. A special scouring liquid is mechanically forced



An Olson Scouring Machine

through all parts of your carpets, rugs and old clothing, thoroughly disinfecting and washing them. This liquid removes all ink, grease and other stains. Even the hardiest germs are unable to survive this thorough cleaning process.



Olson Preparing Machines

RECLAIMING THE WOOL

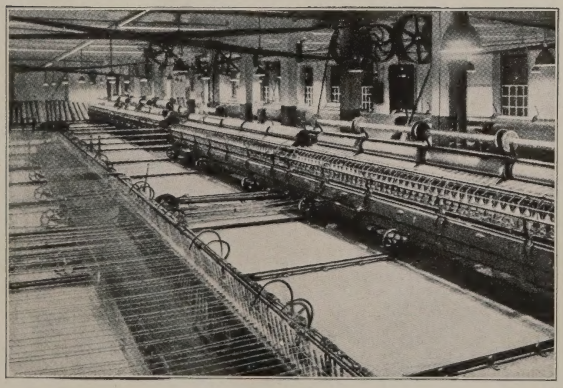
Your material is then run through an automatic wringer and hung up in the drying-room. In thirty minutes' time it is not only thoroughly dried but immaculately clean, bright, soft and fresh.

Your old carpets, rugs and old clothing are hurried to the preparing machines. We are the only concern in the rug business which operates such great labor-saving devices. These machines are of our own invention and fully protected by patents. Each one alone cost us $5,500.00 to install.

Here your old material is cut and frayed. In a day one machine prepares 7,000 pounds of material for the pickering and carding machines, where the material is carded and combed into long, soft, fluffy fibres, the equal in every respect of new wool.

SPINNING

Upon our immense spinning machines, 125 feet long and of the latest type, your **reclaimed** wool is tightly spun into the finest kind of rug yarn. The remarkable strength and extreme tightness of the yarn are responsible for the long life of service one gets from OLSON VELVETY RUGS.



Olson Spinning Machines

DYEING

A force of expert chemists dye your yarn the exact shade required for your new rugs. Great care is taken to see that every particle of the yarn is penetrated by the dye. Thus fading or unevenness of shade is prevented.

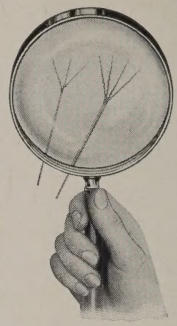
The great care used in the dyeing process

Prepared Wool Material

causes the yarn to remain pliable and soft, adding longer life to your rugs. Under heavy pressure of steam the yarn is dried and the dyes made absolutely fast. Your material, now in the form of fine rug yarn, is wound into cops and sent to the loom.

WEAVING

In the expert weaving of OLSON VELVETY RUGS lies another secret of their remarkable durability and beauty. Realizing that every rug we send out must be a recommendation for the Olson Rug Company, our skilled weavers, many of whom have been with us for more than 35 years, weave the yarn in your rug in such a way as to bring out all the rich lustre. The power looms "beat" the yarn into the rug with such force that the body is as strong as leather.

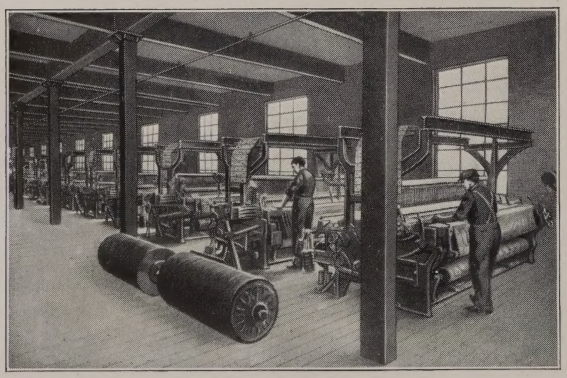


This illustration shows the 4-ply warp (four strands) we use. Compare it with the 3-ply warp (three strands) used by most rug weavers.

The nap of the rug (or the top of the body, the part we see) is short and strong. This velvet-like surface does not mat down after being worn, but like the fine Wiltons is always "straight up." Thus a Velvety Rug is easy to keep clean; and it is soft and pleasant to walk on.

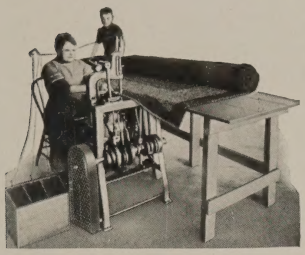
WARP

"The strongest chain is no stronger than its weakest link," and a rug is no stronger than the warp on which it is woven. The warp, or strings that hold the rug together, is in all respects the life of the rug. Nearly all rug weavers use only *two or three ply warp.* For 48 years the Olson Rug Company has used the best quality, long staple, hard spun *four-ply warp.*



A small section of Weaving Room showing Olson Power Looms

That is one reason why Olson Rugs wear for a lifetime.



One of the Olson Binding Machines

BINDING

From the weaver your rug is sent to the binding room, where patented machines coil the heading ends and lock-stitch twice. This gives the rug a substantial binding and a neat finish.

TRIMMING

The rug is put through a trimming machine which shears the surface to perfect evenness. Once more your rug is sent to be cleaned in a compressed-air machine which brushes and cleans it thoroughly.

KEEPING UP THE OLSON STANDARD

Your rug is now finished, but there remains one more important operation —testing. A staff of experienced inspectors thoroughly examine and measure your rug to see that it is correct in every detail.

For 48 years the Olson Rug Company has maintained a high standard that must be lived up to at all costs. After receiving the inspector's O.K., and not until then, is your rug ready for shipment.

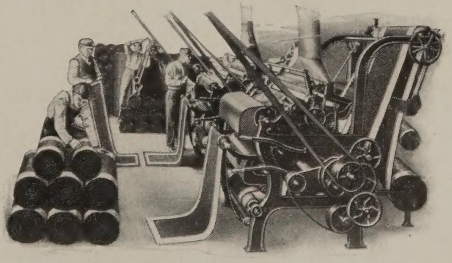
Thus, in the remarkably short time of one week, and at a moderate cost, your threadbare, worn out and faded old carpets, rugs and clothing are transformed into the famous OLSON VELVETY RUGS.

All of the rugs shown in this catalogue were made either from old carpets and old rugs alone, or old carpets, rugs and old clothing combined. After we have reclaimed your old material, even an expert cannot tell the difference between the reclaimed wool fibres and new wool material in an expensive rug bought outright from a rug store.

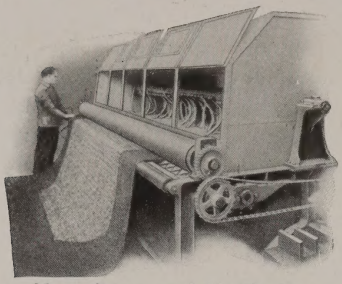
WE GUARANTEE

We guarantee every rug we make to be richer, deeper and softer in color than shown by the illustrations in this catalogue. No painted picture can convey the soft, smooth texture and the deep, rich tones as they actually are in OLSON VELVETY RUGS.

We guarantee the OLSON VELVETY to give the same wear and satisfaction that you would get



Olson Trimming Machines



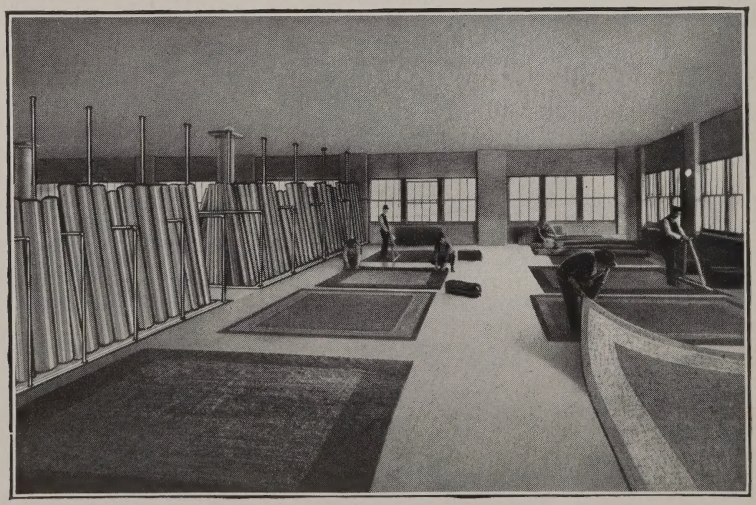
Olson Compressed-Air Cleaner

from any floor covering obtained elsewhere at twice the price you pay us for weaving.

Our guarantee is backed by our immense factory organization and the endorsement of the strongest banks in the United States. When you order rugs from the OLSON RUG COMPANY you deal with a national institution, whose success has been founded upon 48 years of honest advertising, prompt delivery, small profits, and no misrepresentations.

CHOOSE YOUR PATTERNS

Look through the following pages, pick out the rugs you like best, and mail us your order now while you are thinking of it. No fuss, no trouble—simply fill out the order blank enclosed, then tie a rope around your old, worn-out carpets, rugs and old clothing, attach our shipping tag to the outside of the bundle, put the stub tag with your name and address on it inside, and send the bundle to us at Chicago. We do the rest. You don't have to send any money with your order.



Inspection Room

IMPORTANT INFORMATION

Be Sure To Read This Carefully

NEW Olson Velvety Rugs can be made from all kinds of old carpets and old rugs. It makes little difference how badly worn, or faded, or what color your old material is—we will weave it into splendid new rugs exactly as described in this catalogue, and which we guarantee in every respect.

KINDS OF OLD CARPETS AND RUGS

Send in all kinds of old carpets and rugs, including any of the following:

Wool Ingrain	Axminster	Old Fluff Rugs	Old Smyrna Rugs
Cotton Ingrain	Wilton	Velvet	Old Velvety Rugs
Brussels	Tapestry	Moquette	

Leave the mixing of all materials to us. Whether you send one kind or more than one kind of old carpets and rugs—we always guarantee to weave a satisfactory new VELVETY RUG.

OLD CLOTHING, ETC.

Old clothing can also be used to very good advantage when mixed with at least an equal amount of old carpets and old rugs. The fibres in the old clothing, reclaimed by the **Olson Process,** are not a bit inferior to those contained in the old carpets or old rugs; and we guarantee that the Olson Velvety Rug produced from the combination of old carpets, rugs and old clothing will be just as satisfactory, both in wearing qualities and appearance, as one made entirely of old carpets or old rugs. Send any of the following:

WOOL			COTTON		
Sweaters	Blankets	Pants	Lace Curtains	Sheets	Sweaters
Underwear	Skirts	Shawls	Shirts	Underwear	Waists
Old Chenille Curtains		Old Tapestry Curtains	White and colored goods (not scraps)		
Coats (not overcoats)			Wool Fibre Rugs		

No "EXTRAS" of Any Kind **We DYE Your Old Material FREE**

If you have not enough material of your own to get the rug you desire, you can probably secure the number of pounds of old material that you need from your friends and neighbors for the asking.

We will furnish new prepared wool material at 15 cents per pound (what it costs us) should you lack enough old material. We always keep new wool on hand for this purpose.

Weigh your old material before sending it, as the railroad weight is not always exact. We also weigh and examine the bundle as soon as it arrives.

HALL RUNNERS AND ODD SIZE RUGS

We can weave ANY PATTERN in ANY WIDTH and ANY LENGTH or SHAPE; but our price for weaving any size not listed as "REGULAR SIZE" is a little higher. This is necessary because of the extra time and labor required to reset our machines for special sizes. Write for prices on irregular shapes.

HALL RUNNERS and all other rugs narrower than 36 inches are figured the same price as though 36 inches in width. Runners come in widths 27, 30, 36 inches, and wider. We cannot weave a rug narrower than 27 inches or shorter than 36 inches. Each square foot requires a little less than one pound of your material.

To find the number of square feet in a rug, multiply the width by the length.
EXAMPLE: A rug 9½ ft. x 10 ft. = 95 sq. ft.

You Will Find Your Questions Answered Here

1—We cannot weave rugs entirely of old clothing and rags. We must have at least one-half old carpets or old rugs combined with the old clothing and rags to make a satisfactory OLSON VELVETY RUG.

2—Velvety Rugs are made **to your order** in ANY LENGTH and ANY WIDTH.

3—We cannot use stockings, overcoats, vests or silks in any form.

4—Don't send clippings or scraps or narrow strips. Every piece of material must measure more than twelve inches long and twelve inches wide.

5—It is not necessary to clean or prepare your old carpets, rugs or old clothing in any way. Send them just as they are.

6—We can weave new VELVETY RUGS entirely of old carpets or rugs.

7—If you lack enough old material, we will furnish our new wool at 15c per pound.

8—We do not buy old material.

9—We do not accept orders for dyeing or cleaning rugs alone. We dye and clean only such material as you send to be rewoven into New Velvety Rugs. We do this free of charge.

10—We wash and sterilize all your material free.

11—We never use another customer's material to make your rugs. We use your own material.

12—If you are in a hurry for your rugs, don't wait to take up the stove; simply cut around it.

13—Velvety Rugs lie flat, will not "kick up" or curl.

14—We do not weave the old-fashioned Fluff or Colonial Rag Rugs.

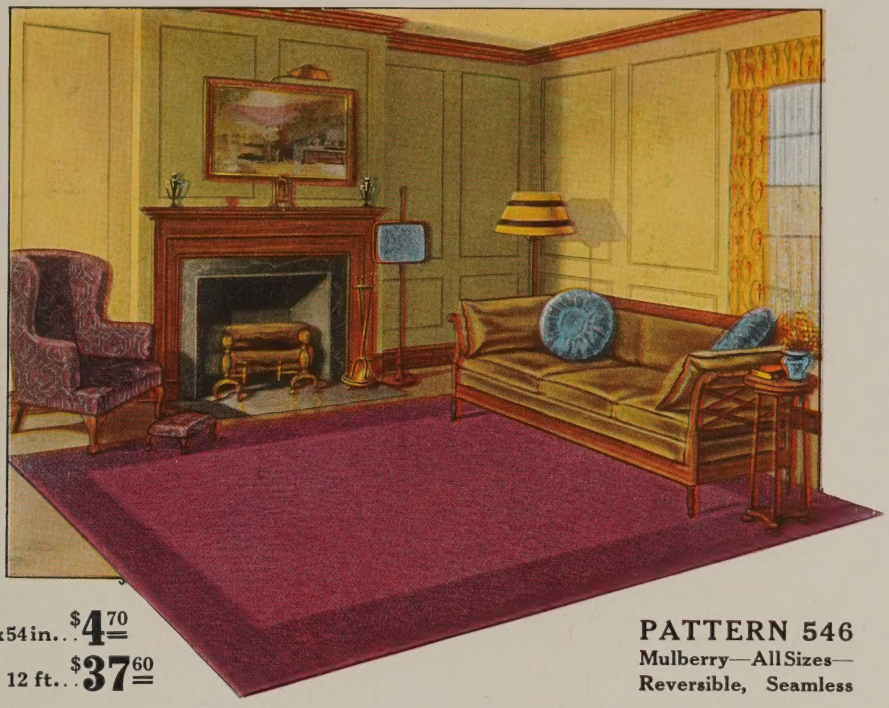
15—Wool right off the sheep's back (provided it is free from burrs) can be used the same as old carpets and rugs.

1. CHOOSE YOUR PATTERN and SIZE

2. SHIP YOUR OLD MATERIAL JUST AS IT IS—THAT'S ALL

LET OLSON DO THE REST

OLSON RUG CO. OWNS ALL BASIC PATENTS—It has taken us years of careful work and thousands of dollars in money to make the OLSON VELVETY RUG the splendid floor covering that it is today. All the basic patents and processes by which the OLSON VELVETY RUGS are woven are owned by the OLSON RUG COMPANY. You get the full benefit of the great money saving made possible by the OLSON PROCESS.



30x54 in... $4.70

9 x 12 ft... $37.60

PATTERN 546

Mulberry—All Sizes—
Reversible, Seamless

PICTURE this fashionable two-tone mulberry rug in your own home. Consider what a satisfying change a beautiful OLSON VELVETY RUG such as this would be—a rug with soft, deep luxurious nap.

No matter what color your old material may be, no matter how faded or threadbare, we guarantee to reweave your old carpets, rugs and old clothing into beautiful, seamless new VELVETY RUGS that will delight you. We guarantee to satisfy you completely or refund all your money and pay you for your old material.

With the money you save by getting an OLSON VELVETY RUG you can buy a new piece of furniture, or extra rugs. It is just as easy to tie up your old carpets, rugs and old clothing in a bundle and send them to us to be made into beautiful VELVETY RUGS as it is to dispose of your material in your usual way.

Imagine the charm that a new rug in the exquisite shade of mulberry shown above would add to your home. Like all OLSON VELVETY RUGS this rug is so woven that it will not show soil or foot marks.

PATTERN 541. Mulberry without border.

REGULAR SIZES	Amount of Your Material Required	PRICE Pat.541	PRICE Pat.546
27 x 36 in.	7½ lbs.	$ 2.85	$ 3.05
30 x 54 in.	11 lbs.	4.30	4.70
36 x 63 in.	13 lbs.	5.05	5.45
4 x 6¾ ft.	22½ lbs.	8.60	9.35
5 x 8 ft.	34 lbs.	12.75	13.85
6 x 9 ft.	40 lbs.	17.20	18.85
7 x 9 ft.	47 lbs.	20.05	21.80
8 x 10 ft.	60 lbs.	25.35	28.25
9 x 12 ft.	80 lbs.	33.85	37.60
10 x 12 ft.	90 lbs.	38.25	41.50
10 x 13 ft.	97 lbs.	40.75	44.95
12 x 12 ft.	108 lbs.	45.10	50.45
12 x 15 ft.	134 lbs.	56.40	62.25

We can weave Patterns 541 and 546 in **any other length and width.** Pattern 541 at 36c a square foot and Pattern 546 at 38c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).

30 x 54 in. . . . $2.80

9 x 12 ft. . . $23.15

PATTERN 641

Brown—All Sizes—
Reversible, Seamless

THE exquisite beauty and restful effects which are obtainable by the use of one and two toned rugs are unattainable in any other floor covering at the disposal of the interior decorator.

REGULAR SIZES	Amount of Your Material Required	WEAVING PRICE
27 x 36 in.	7½ lbs.	$ 1.95
30 x 54 in.	11 lbs.	2.80
36 x 63 in.	13 lbs.	3.35
4 x 6¾ ft.	22½ lbs.	5.90
5 x 8 ft.	34 lbs.	8.65
6 x 6 ft.	30 lbs.	7.70
6 x 8 ft.	36 lbs.	10.40
6 x 9 ft.	40 lbs.	11.70
7 x 7 ft.	37 lbs.	10.50
7 x 9 ft.	47 lbs.	13.40
8 x 8 ft.	48 lbs.	13.50
8 x 10 ft.	60 lbs.	17.40
8 x 11 ft.	66 lbs.	19.20
9 x 9 ft.	61 lbs.	17.25
9 x 11 ft.	74 lbs.	21.10
9 x 12 ft.	80 lbs.	23.15
10 x 10 ft.	75 lbs.	21.25
10 x 12 ft.	90 lbs.	25.75
10 x 13 ft.	97 lbs.	27.80
11 x 11 ft.	91 lbs.	25.90
11 x 14 ft.	115 lbs.	32.95
12 x 12 ft.	108 lbs.	30.90
12 x 14 ft.	125 lbs.	36.85
12 x 15 ft.	134 lbs.	38.30

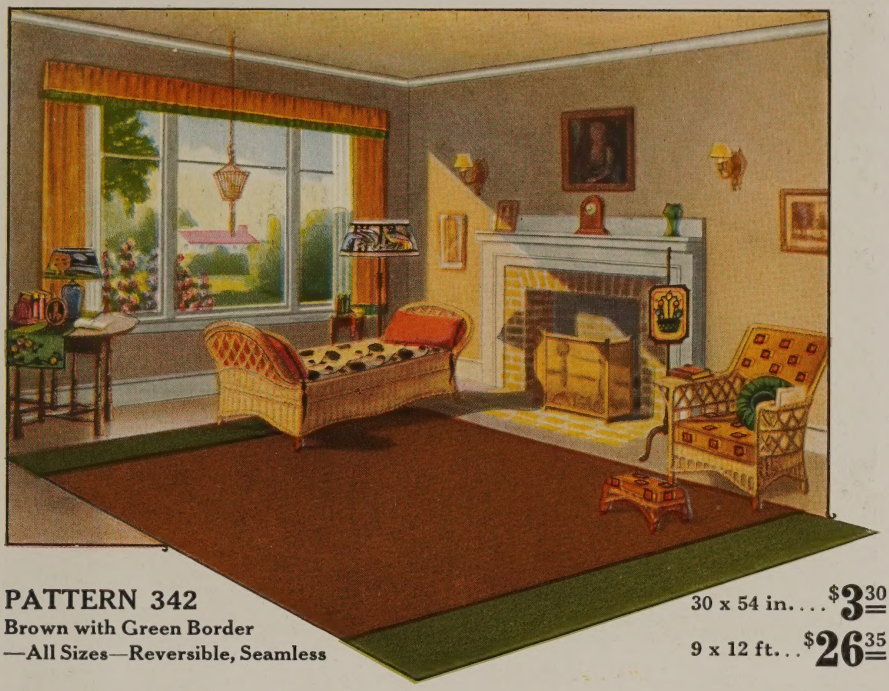
We can weave Pattern 641 in **any other length** and **width** at 24c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

The unbroken expanse of beautiful brown rug above affords a rich background for the figured draperies and period furniture. A plain tone rug seemingly increases the size of the room and gives a feeling of solidity and quiet comfort that is most pleasing.

Pattern 641 is a great favorite for it goes well with practically every color scheme. It is easy to keep clean and it doesn't show soil. Colors are guaranteed fast. The close weave and depth of pile create a resilient surface which is very pleasant to walk on. OLSON VELVETY RUGS rival the high-grade Wiltons and Axminsters and yet they cost only one-half as much. Being reversible they will outwear two ordinary store rugs.

If you will send us your old carpets, rugs and old clothing, no matter how faded, threadbare or torn they may be, we guarantee to weave a new OLSON VELVETY RUG exactly as described. Our iron-clad guarantee protects you absolutely against disappointment. Every order completed WITHIN ONE WEEK.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).



PATTERN 342
Brown with Green Border
—All Sizes—Reversible, Seamless

30 x 54 in.... $3.30
9 x 12 ft... $26.35

EVERYTHING about this room suggests cheerfulness. The furniture so tastefully designed, the sun streaming in the window, the flowers blooming outside, all carry that beautiful enthusiasm of spring.

How delightfully the brown rug with the green border enhances the attractiveness of this cosy room. There is no scheme in decoration too severe for a two-toned OLSON VELVETY RUG. Where the fancy designed Wilton and Axminster rugs will not meet the most discriminating tastes you will find the OLSON VELVETY RUGS ready to serve.

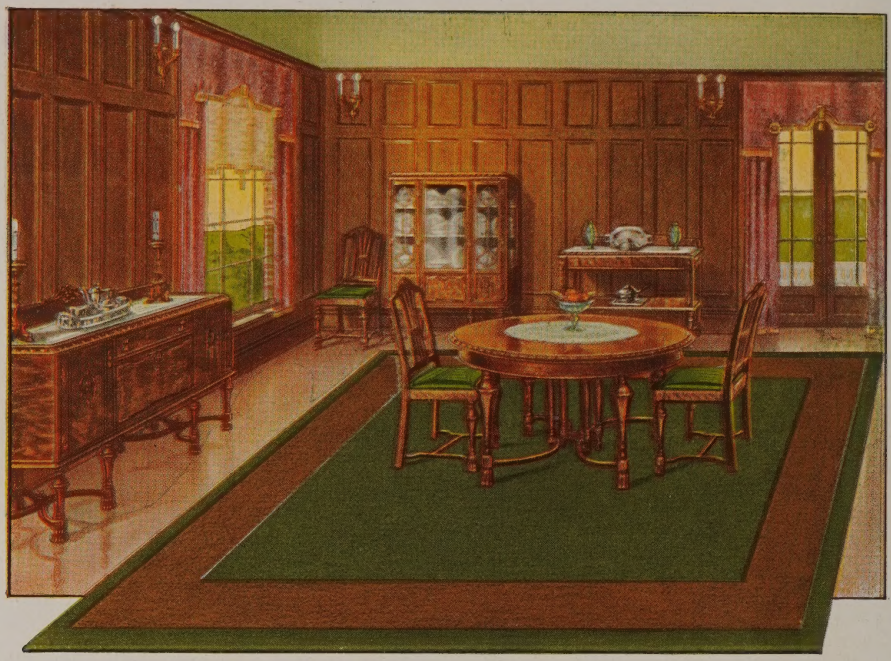
The rich lustrous brown of this rug promotes a feeling of warmth, while the soft, rich shade of green lends an atmosphere of newness and cheer for the bright days of spring and summer.

In one week's time we will reclaim the wool from your old carpets, rugs and old clothing and weave a firmly woven rug exactly like this pattern which will always be the object of your admiration and that of your friends. Because of their beauty, unusual durability and because they give their owners "pride of economy" OLSON VELVETY RUGS are used in thousands of the most exclusive homes.

REGULAR SIZES	Amount of Your Material Required	WEAVING PRICE
27 x 36 in.	7½ lbs.	$ 2.30
30 x 54 in.	11 lbs.	3.30
36 x 63 in.	13 lbs.	3.90
4 x 6¾ ft.	22½ lbs.	6.80
5 x 8 ft.	34 lbs.	10.00
6 x 8 ft.	36 lbs.	12.05
6 x 9 ft.	40 lbs.	13.20
7 x 9 ft.	47 lbs.	15.45
8 x 10 ft.	60 lbs.	20.00
9 x 11 ft.	74 lbs.	24.25
9 x 12 ft.	80 lbs.	26.35

We can weave Pattern 342 in **any other length** and **width** at 29c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).



30 x 54 in.... $3.95=

PATTERN 348. **Green, with brown border—All Sizes—Reversible, Seamless**

9 x 12 ft... $30.60=

TWO-TONE rugs are no longer for the rich alone. Good taste is not a matter of expense. Because of our SPECIAL PROCESS of **reclaiming** the wool in your old carpets and clothing, we have made it possible for every home in this country to enjoy luxurious two-tone floor coverings.

REGULAR SIZES	Amount of Your Material Required	WEAVING PRICE
30 x 54 in.	11 lbs.	$ 3.95
36 x 63 in.	13 lbs.	4.45
4 x 6¾ ft.	22½ lbs.	7.70
5 x 8 ft.	34 lbs.	10.60
6 x 8 ft.	36 lbs.	13.80
6 x 9 ft.	40 lbs.	15.30
7 x 9 ft.	47 lbs.	17.70
8 x 10 ft.	60 lbs.	23.00
9 x 12 ft.	80 lbs.	30.60
10 x 12 ft.	90 lbs.	34.25
10 x 13 ft.	97 lbs.	37.05
12 x 12 ft.	108 lbs.	40.90
12 x 15 ft.	134 lbs.	51.40

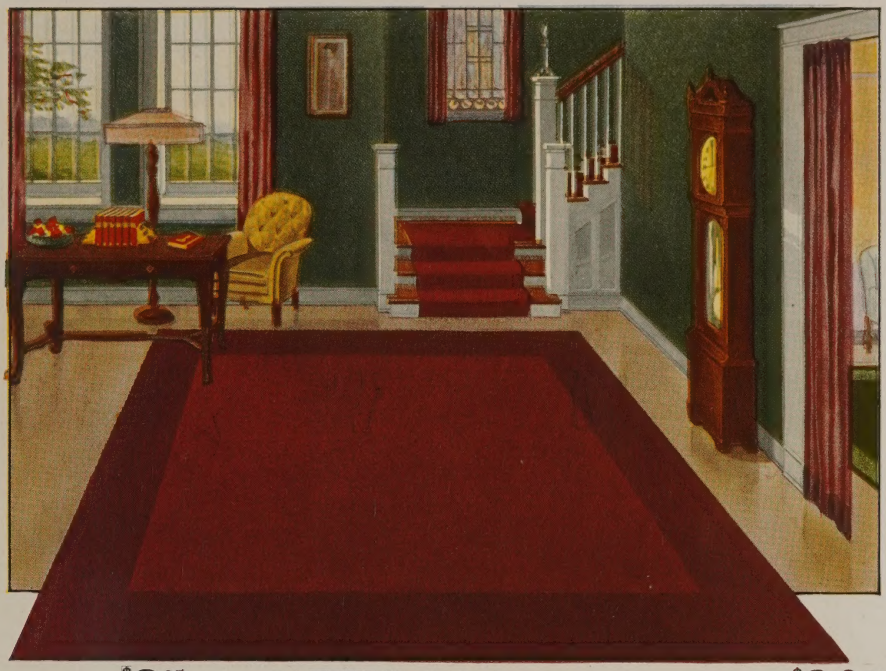
We can weave Pattern 348 in **any other length** and **width** at 32c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

We have brought the best in rugs within the reach of all pocketbooks. If you have priced rugs in your local stores you will realize that by sending us your old material **you can save one-half on your rug.**

Olson Velvety Rugs are the equal of the high-priced Wiltons. In pattern No. 348, shown above, the center and outside border are a beautiful green; the inner border is a rich brown that blends perfectly.

One of the features of Olson Velvety Rugs is their luxurious, deep, soft pile or surface. Velvety Rugs will outwear two ordinary rugs. You cannot lose a penny in dealing with us. Read our strong guarantee.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).



30 x 54 in.... $3.95

PATTERN 246. Mahogany

All Sizes — Reversible, Seamless

9 x 12 ft... $30.60

MAHOGANY, one of the very newest shades, has leaped into instant popularity. Its suitability to all schemes of decoration and the fact that it can be subjected to the most severe wear without showing soil has made it a great favorite.

Picture this rich looking rug in your own home. Like the fine Wiltons, the nap or surface is soft, deep and luxurious. It will outwear two ordinary rugs.

You can order an OLSON VELVETY RUG in this refined Mahogany shade with perfect assurance that you are getting the very latest in floor coverings. You can have it either in the plain or two-toned effect—whichever best suits your scheme of decoration. Colors are guaranteed fast.

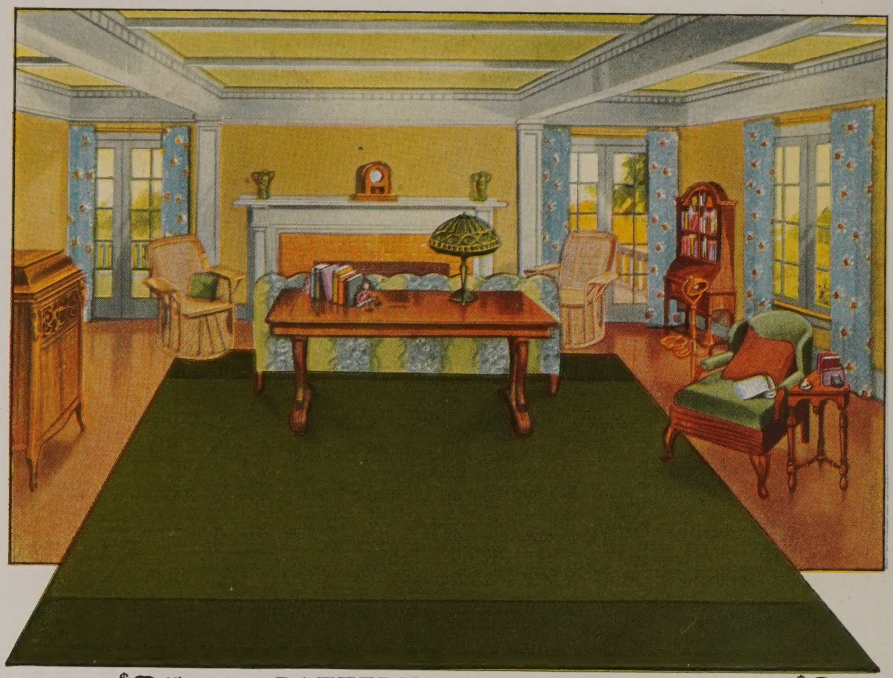
Remember, our strong guarantee goes with every OLSON VELVETY RUG. You run no risk whatsoever.

PATTERN 241. Mahogany without border.

REGULAR SIZES	Amount of Your Material Required	PRICE Pat.241	PRICE Pat.246
27 x 36 in.	7½ lbs.	$ 1.95	$ 2.60
30 x 54 in.	11 lbs.	2.80	3.95
36 x 63 in.	13 lbs.	3.35	4.45
4 x 6¾ ft.	22½ lbs.	5.90	7.70
5 x 8 ft.	34 lbs.	8.65	10.60
6 x 6 ft.	30 lbs.	7.70	10.30
6 x 8 ft.	36 lbs.	10.40	13.80
6 x 9 ft.	40 lbs.	11.70	15.30
7 x 9 ft.	47 lbs.	13.40	17.70
8 x 10 ft.	60 lbs.	17.40	23.00
8 x 11 ft.	66 lbs.	19.20	25.30
9 x 9 ft.	61 lbs.	17.25	22.90
9 x 11 ft.	74 lbs.	21.10	27.90
9 x 12 ft.	80 lbs.	23.15	30.60
10 x 10 ft.	75 lbs.	21.25	28.55
10 x 12 ft.	90 lbs.	25.75	34.25
10 x 13 ft.	97 lbs.	27.80	37.05
11 x 11 ft.	91 lbs.	25.90	34.70
11 x 14 ft.	115 lbs.	32.95	44.10
12 x 12 ft.	108 lbs.	30.90	40.90
12 x 14 ft.	125 lbs.	36.85	47.90
12 x 15 ft.	134 lbs.	38.30	51.40

We can weave Patterns 241 and 246 in **any other length** and **width**—Pattern 241 at 24c a square foot and Pattern 246 at 32c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).



30 x 54 in... $3.45

PATTERN 442. Green

All Sizes—Reversible, Seamless

9 x 12 ft... $27.30

THIS attractive OLSON VELVETY RUG with its soft, rich shades of green is a great favorite, and a rug that is suitable for the living-room, dining-room, bedroom—in fact every room in the house. It is closely woven with a deep luxurious nap that gives that soft, pleasant, cushion-like feel under the feet that is found only in the highest grade rugs.

If you will send us your old carpets, rugs and old clothing, we will reclaim the wool in them and re-dye and re-weave this wool into a beautiful, green OLSON VELVETY RUG exactly the same as the one you see in the picture above. You will receive a floor covering equal in appearance to the high-grade Wiltons—a rug that will make a suitable background for your finest furnishings.

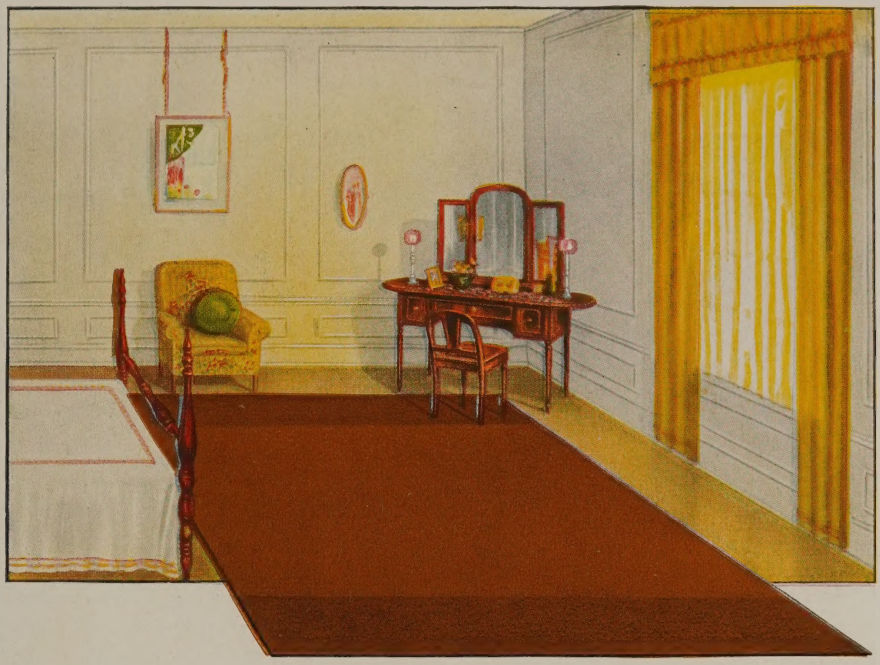
REGULAR SIZES	Amount of Your Material Required	WEAVING PRICE
27 x 36 in.	7½ lbs.	$ 2.40
30 x 54 in.	11 lbs.	3.45
36 x 63 in.	13 lbs.	4.05
4 x 6¾ ft.	22½ lbs.	7.05
5 x 8 ft.	34 lbs.	10.30
6 x 8 ft.	36 lbs.	12.45
6 x 9 ft.	40 lbs.	13.70
7 x 9 ft.	47 lbs.	16.00
8 x 10 ft.	60 lbs.	20.75
8 x 11 ft.	66 lbs.	22.70
9 x 11 ft.	74 lbs.	25.15
9 x 12 ft.	80 lbs.	27.30
10 x 12 ft.	90 lbs.	30.60

We can weave Pattern 442 in **any other length** and **width** at 30c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

OLSON VELVETY RUGS are seamless, and the pattern is the same on both sides, which means that when your rug is worn on one side, simply turn it over and you have another new rug. And when you compare our prices with new store rugs you will agree that VELVETY RUGS are the greatest rug value in this country today.

Every order completed WITHIN ONE WEEK.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).



30 x 54 in.... $3.45

PATTERN 642. Brown

All Sizes—Reversible, Seamless

9 x 12 ft... $27.30

THE atmosphere of inviting restfulness presented by this delightful bedroom is largely due to the attractive OLSON VELVETY RUG shown. By having your old carpets and clothing rewoven into fashionable two-tone Olson rugs, you, too, can achieve this note of perfect harmony—**and actually save money besides.**

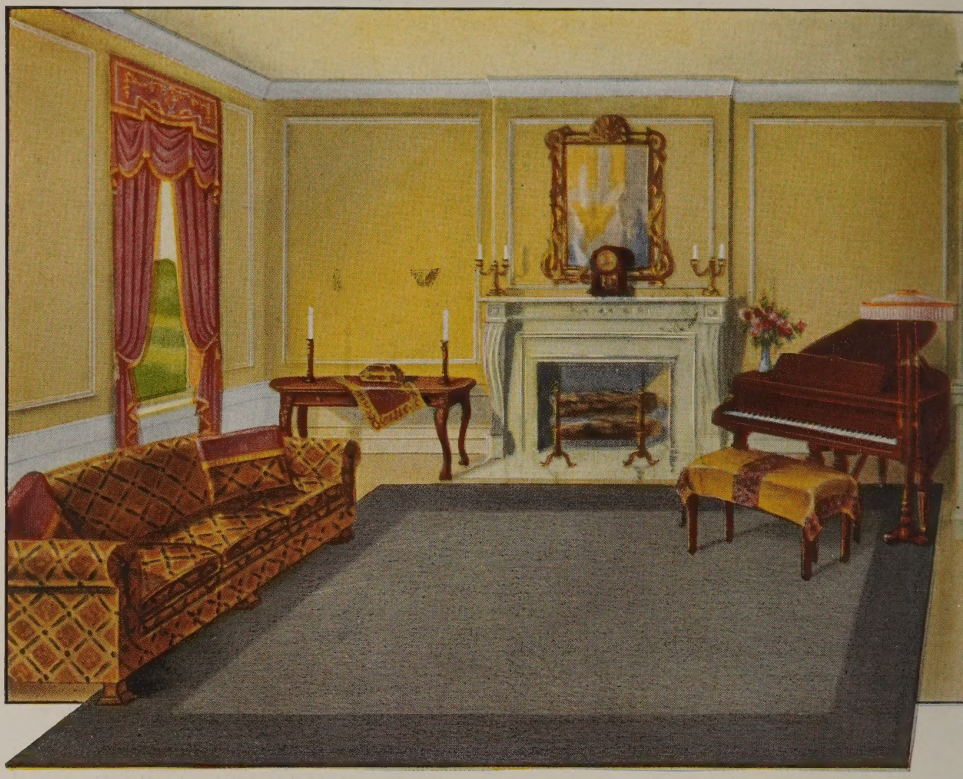
Two-tone rugs give that air of refinement impossible to secure with any other floor covering. Olson Velvety Rugs are made in rich, tasteful colors that you can live with year in and year out and never tire of, as you do of the ordinary rugs with fancy designs.

The illustration faithfully reproduces Pattern No. 642. The light brown of the center of the rug offers just the right contrast to the end borders in the deeper shade of brown. This is an unusually popular pattern. It does not show dirt—will give long and satisfactory wear. An ideal bedroom rug—soft and velvety. Send your order today and let us prove to you, without any risk on your part, all the claims we make. Read our strong guarantee on the back cover.

REGULAR SIZES	Amount of Your Material Required	WEAVING PRICE
27 x 36 in.	7½ lbs.	$ 2.40
30 x 54 in.	11 lbs.	3.45
36 x 63 in.	13 lbs.	4.05
4 x 6¾ ft.	22½ lbs.	7.05
5 x 8 ft.	34 lbs.	10.30
6 x 8 ft.	36 lbs.	12.45
6 x 9 ft.	40 lbs.	13.70
7 x 9 ft.	47 lbs.	16.00
8 x 10 ft.	60 lbs.	20.75
8 x 11 ft.	66 lbs.	22.70
9 x 11 ft.	74 lbs.	25.15
9 x 12 ft.	80 lbs.	27.30
10 x 12 ft.	90 lbs.	30.60
10 x 13 ft.	97 lbs.	33.20
11 x 14 ft.	115 lbs.	39.20
12 x 15 ft.	134 lbs.	45.80

We can weave Pattern 642 in **any other length** and **width** at 30c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).



30 x 54 in.... $4.70

PATTERN 846. Mole
All Sizes—Reversible, Seamless

9 x 12 ft... $37.60

"WHAT a delightful living room! What exquisite colorings!" you exclaim. The charm of this lovely room illustrates one of the many beautiful effects obtained by using rich, two-tone Olson Velvety Rugs. Their suitability to all rooms in the home is apparent after a glance through these pages.

Two-tone mole rugs are extremely popular. There is something distinguished and refined about this subdued floor covering one does not find in any other shade.

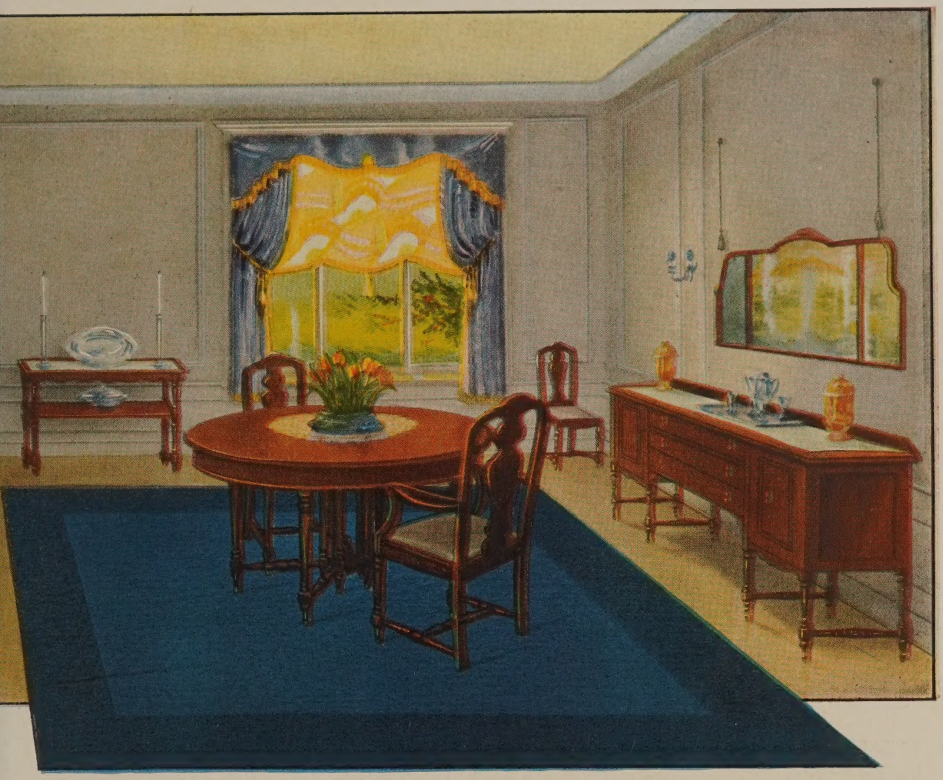
Because of the firm weave and depth of pile, Olson Velvety Rugs are adapted to rooms where hard wear is expected. They won't show the soil. By our remarkable process of **reclaiming** the wool in your old carpets, rugs and clothing, we have brought fashionable two-tone mole rugs within the reach of all pocketbooks.

PATTERN 841. Mole without border.

REGULAR SIZES	Amount of Your Material Required	PRICE Pat.841	PRICE Pat.846	PRICE Pat.146
27 x 36 in.	7½ lbs.	$ 2.85	$ 3.05	$ 3.05
30 x 54 in.	11 lbs.	4.30	4.70	4.70
36 x 63 in.	13 lbs.	5.05	5.45	5.45
4 x 6¾ ft.	22½ lbs.	8.60	9.35	9.35
5 x 8 ft.	34 lbs.	12.75	13.85	13.85
6 x 9 ft.	40 lbs.	17.20	18.85	18.85
7 x 9 ft.	47 lbs.	20.05	21.80	21.80

We can weave Patterns 841, 846 and 146 in any othe
and Patterns 846 and 146 at 38c a square foot. E
material. **HALL RUNNERS** 27 and 30 inches figure

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).



30 x 54 in.... $4.70

PATTERN 146. **Blue**
All Sizes—Reversible, Seamless

9 x 12 ft... $37.60

WHEN you entertain guests and you gather the family together for a reunion, the dining-room is brought into unusual prominence. You want a floor covering that adds dignity and refinement. That is why we urge you to send your old carpets, rugs and old clothing to be rewoven into bright, new, two-tone OLSON VELVETY RUGS.

REGULAR SIZES	Amount of Your Material Required	PRICE Pat.841	PRICE Pat.846	PRICE Pat.146
8 x 10 ft.	60 lbs.	$25.35	$28.25	$28.25
9 x 12 ft.	80 lbs.	33.85	37.60	37.60
10 x 12 ft.	90 lbs.	38.25	41.50	41.50
10 x 13 ft.	97 lbs.	40.75	44.95	44.95
12 x 12 ft.	108 lbs.	45.10	50.45	50.45
12 x 15 ft.	134 lbs.	56.40	62.25	62.25

gth and width. Patterns 841 at 36c a square foot quare foot requires a little less than 1 pound of your e as 36 inches wide.

You will get a rug that is **the equal of the highest grade Wilton** at a price **lower** than the most inexpensive rug you can buy at your rug dealer's.

Observe the richness and refinement of the attractive VELVETY RUG shown above—the soft, exquisite shade of blue, and the border of a darker shade. What a perfect background it makes for the handsome, Old English period design, walnut dining-room set. OLSON VELVETY RUGS are so woven that they do not show soil as much as other rugs.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).

WHAT OUR CUSTOMERS SAY

OVER 1,000,000 customers all over the United States are convinced that the OLSON VELVETY RUG is the greatest rug value in this country today. Surely rugs that have won the praise of so many others deserve your consideration. Unsolicited testimonials in never-ceasing flow have been our best advertisements for nearly half a century. We have received over 100,000 unsolicited testimonials similar to the following:

Committee Is Pleased

"The rugs are beautiful. The ladies are certainly well pleased with them. As soon as I can get enough old rugs and material gathered together I will send it to you to have more rugs made. The committee want to thank you for doing such grand work."

Braddock, Pa. Mrs. H. P. Stewart

Worth Twice the Price

"We are delighted with our rugs. I cannot understand how such lovely rugs can be made from those old rugs and carpets. Some of my friends are not going to wait for a catalog but have borrowed mine. One of these being Mr. J. O. Johnson, a merchant, who says he cannot get anything nearly as good wholesale at twice the price."

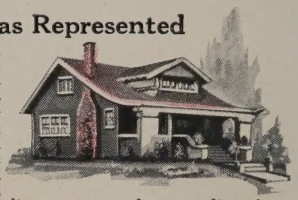
Motley, Minn. Mrs. Myrtle Akin

A Beautiful Rug

"I wish to say that we are more than pleased with our OLSON VELVETY RUG which you made for us last summer. It is very beautiful and much admired by everyone."

A. W. Hinderman,
Wapello, Iowa County Engineer

Just as Represented



"I am delighted with my rugs. They are just as represented in your catalogue. Several of my neighbors have been in to see them and all are enthusiastic in their praise and none more so than those who tried to discourage me about sending the old carpet to be made up."

Mrs. G. H. Parham, Necedah, Wis.

From University Instructor

"About two years ago you made four rugs for me that were very satisfactory. As I am working up a demonstration in the renovation of household furnishings. I would like to tell women what they can do with their old carpets, rugs, and old clothing, and would like to have a small sample rug ....., etc."

Julia M. Rocheford, Asst. Professor,
Home Economics, U. of Missouri.

Hotels, Clubs, Churches, Etc.

THERE is a charm about OLSON VELVETY RUGS all their own. That is why thousands of VELVETY RUGS are now in use in the finest hotels, Y. M. C. A.'s, select clubs, private offices, churches and public buildings throughout the country. Under the most severe conditions of wear possible for a floor covering they give daily proof of the excellence of OLSON VELVETY RUGS.

Furnishes Entire Home

Mr. Black's Residence

"I am more than pleased with the rugs you manufacture from old, wornout rugs and clothing and cannot recommend them too highly to anyone desiring high quality products. As a proper floor covering for polished hardwood floors they are equal to the best Orientals and far surpass, in my estimation, all types of new rugs. I expect to have the balance of my floors covered with your VELVETY RUGS."

Dallas City, Ill. A. H. Black

From Florida's Show Place

"Beg to advise that the Olson Rug Company of Chicago, Ill., has done considerable work for us in remaking and overhauling our rugs. The work done by them has been most satisfactory in every way, and we have no hesitation in recommending them."

San Carlos Hotel Co. Pensacola, Fla.

Tribute from Y. M. C. A.

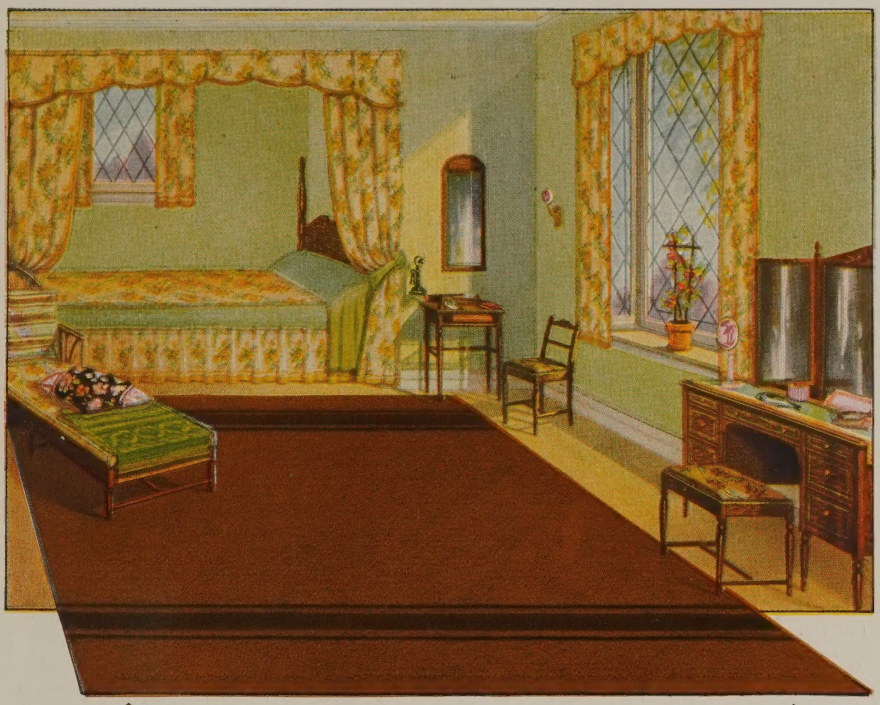
"We have been using the rugs which you made for us last year in our dormitory rooms and they have not only stood the rather heavy wear, but have held up splendidly, and retain their good appearance. We are very well pleased with them."

Marion, Ind. Y. M. C. A.

Beautiful and Well Made

"We have been using for a number of years the Velvety Rugs you have made for us. They are very pretty and well made, and have given satisfactory service. We hope to send you another order before long."

Parkersburg, W. Va. Parkersburg Hotel Co.



30 x 54 in.... $3.45

PATTERN 643. Brown

All Sizes—Reversible, Seamless

9 x 12 ft... $27.30

A BEDROOM beautiful is the cherished dream of every woman. Perhaps no other room in the whole house reveals more of the discrimination and fine feeling of its occupant than does the bedroom.

Note how admirably the wide expanse of rich brown rug helps to create simplicity and charm in this bedroom. Because one and two toned rugs lend themselves so perfectly to all decorating schemes they are truly the ideal rug for up-to-date homes.

The greatest fault with the usual bedroom is that a restless treatment of floors and walls destroys the atmosphere of repose and contentment so essential.

Pattern 643 is a beautiful brown shade with a darker brown border. The pile is deep and rich, the surface soft and velvety. A splendid bedroom rug, though equally suited for all rooms in the home, for it is firmly woven to withstand the hardest wear. Reversible OLSON VELVETY RUGS will outwear **two** ordinary Axminster or Wilton rugs and the cost to you is only one-half as much as **one** new store rug. Let us convince you of this at our risk. Read our iron-clad guarantee on back cover.

REGULAR SIZES	Amount of Your Material Required	WEAVING PRICE
27 x 36 in.	7½ lbs.	$ 2.40
30 x 54 in.	11 lbs.	3.45
36 x 63 in.	13 lbs.	4.05
4 x 6¾ ft.	22½ lbs.	7.05
5 x 8 ft.	34 lbs.	10.30
6 x 8 ft.	36 lbs.	12.45
6 x 9 ft.	40 lbs.	13.70
7 x 9 ft.	47 lbs.	16.00
8 x 10 ft.	60 lbs.	20.75
9 x 11 ft.	74 lbs.	25.15
9 x 12 ft.	80 lbs.	27.30
10 x 12 ft.	90 lbs.	30.60

We can weave Pattern 643 in **any other length** and **width** at 30c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).

30 x 54 in.... $3.95

PATTERN 446. Green

All Sizes—Reversible, Seamless

9 x 12 ft... $30.60

IN this charming sun-parlor the unbroken expanse of green rug affords a rich background for the furniture, hangings and decorations. The soft, restful shades of this floor covering seem to increase the size of the room, and produce a subdued, pleasing effect which is most satisfactory—it brings one close to nature.

This view clearly illustrates the beautiful decorative effect obtained by a two-tone green Olson Velvety Rug. The picture is an exact likeness of the rug, but you must see the rug itself to appreciate the thick, rich pile and closely woven body.

REGULAR SIZES	Amount of Your Material Required	WEAVING PRICE
27 x 36 in.	7½ lbs.	$ 2.60
30 x 54 in.	11 lbs.	3.95
36 x 63 in.	13 lbs.	4.45
4 x 6¾ ft.	22½ lbs.	7.70
5 x 8 ft.	34 lbs.	10.60
6 x 8 ft.	36 lbs.	13.80
6 x 9 ft.	40 lbs.	15.30
7 x 9 ft.	47 lbs.	17.70
8 x 10 ft.	60 lbs.	23.00
8 x 11 ft.	66 lbs.	25.30
9 x 9 ft.	61 lbs.	22.90
9 x 11 ft.	74 lbs.	27.90
9 x 12 ft.	80 lbs.	30.60
10 x 12 ft.	90 lbs.	34.25
10 x 13 ft.	97 lbs.	37.05
11 x 11 ft.	91 lbs.	34.70
11 x 14 ft.	115 lbs.	44.10
12 x 12 ft.	108 lbs.	40.90
12 x 15 ft.	134 lbs.	51.40

We can weave Pattern 446 in **any other length** and **width** at 32c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

You can allow the golden yellow sunlight to flood your room without fear of fading your rug, for we guarantee all our dyes to be fast. It is our pride that Velvety Rugs have been developed from a product of utility to an object of art as well.

Because of its remarkable durability, beauty and low cost, this Olson Velvety Rug is the ideal floor covering for every purpose. Though we show this two-tone green rug in a sun-parlor, it is suitable for any room in the house.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).

9 x 12 ft... $37.70

PATTERN No. 4406

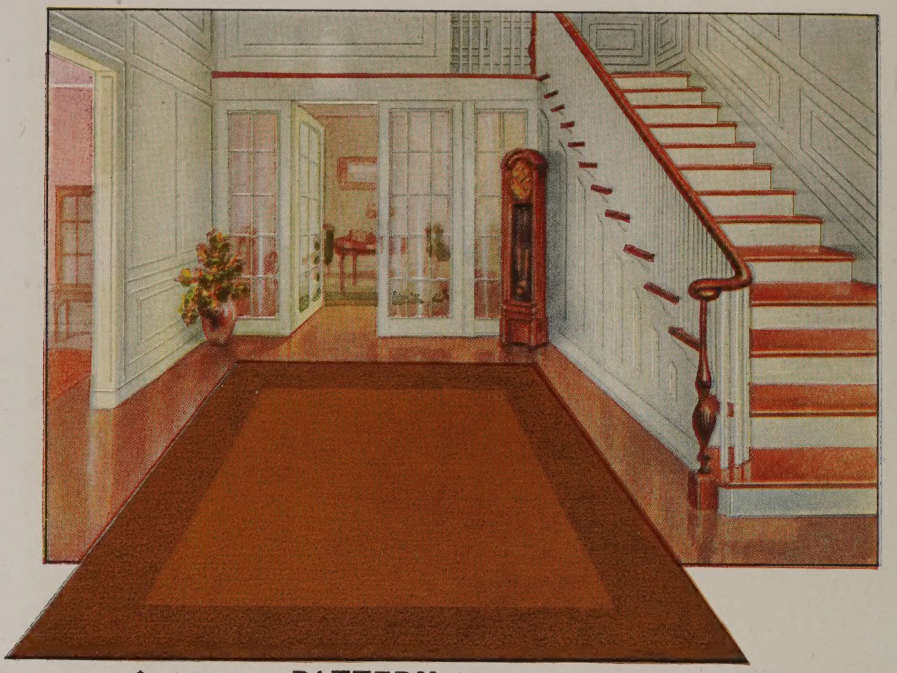
Brown on one side, Green on the other.

The New Olson *Combination* Velvety Rug

There are many times when you would like to have just a change of color scheme in the room. That is why you will welcome this splendid and inexpensive innovation. This exclusive Olson product, **the very latest in floor coverings,** is woven from your old carpets, rugs and old clothing—it is made in one piece without seams, and has the deep, luxuriant pile, long-wearing qualities, and rich appearance of the high-priced imported tufted rugs, at a fraction of the cost.

We can weave Pattern 4406 in **any other length** and **width** at 39c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

REGULAR SIZES	Amount of Your Material Required	WEAVING PRICE	REGULAR SIZES	Amount of Your Material Required	WEAVING PRICE
30 x 54 in.	11 lbs.	$ 4.80	9 x 12 ft.	80 lbs.	$37.70
36 x 63 in.	13 lbs.	5.50	10 x 12 ft.	90 lbs.	41.45
6 x 9 ft.	40 lbs.	18.75	10 x 13 ft.	97 lbs.	44.90
7 x 9 ft.	47 lbs.	21.80	12 x 12 ft.	108 lbs.	49.60
8 x 10 ft.	60 lbs.	27.90	12 x 15 ft.	134 lbs.	61.90



30 x 54 in.... $3.95

PATTERN 646. Brown

All Sizes — Reversible, Seamless

9 x 12 ft... $30.60

THIS attractive two-tone brown rug is a great favorite for the hall, dining-room, living-room and library. In fact, it is equally suited for every room in the home. The center is a beautiful, lustrous light brown; the border is of a darker shade of brown that blends perfectly with the center.

REGULAR SIZES	Amount of Your Material Required	WEAVING PRICE
27 x 36 in.	7½ lbs.	$ 2.60
30 x 54 in.	11 lbs.	3.95
36 x 63 in.	13 lbs.	4.45
4 x 6¾ ft.	22½ lbs.	7.70
5 x 8 ft.	34 lbs.	10.60
6 x 6 ft.	30 lbs.	10.30
6 x 8 ft.	36 lbs.	13.80
6 x 9 ft.	40 lbs.	15.30
7 x 7 ft.	37 lbs.	14.15
7 x 9 ft.	47 lbs.	17.70
8 x 8 ft.	48 lbs.	18.15
8 x 10 ft.	60 lbs.	23.00
8 x 11 ft.	66 lbs.	25.30
9 x 9 ft.	61 lbs.	22.90
9 x 11 ft.	74 lbs.	27.90
9 x 12 ft.	80 lbs.	30.60
10 x 10 ft.	75 lbs.	28.55
10 x 12 ft.	90 lbs.	34.25
10 x 13 ft.	97 lbs.	37.05
11 x 11 ft.	91 lbs.	34.70
11 x 14 ft.	115 lbs.	44.10
12 x 12 ft.	108 lbs.	40.90
12 x 14 ft.	125 lbs.	47.95
12 x 15 ft.	134 lbs.	51.40

We can weave Pattern 646 in **any other length** and **width** at 32c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

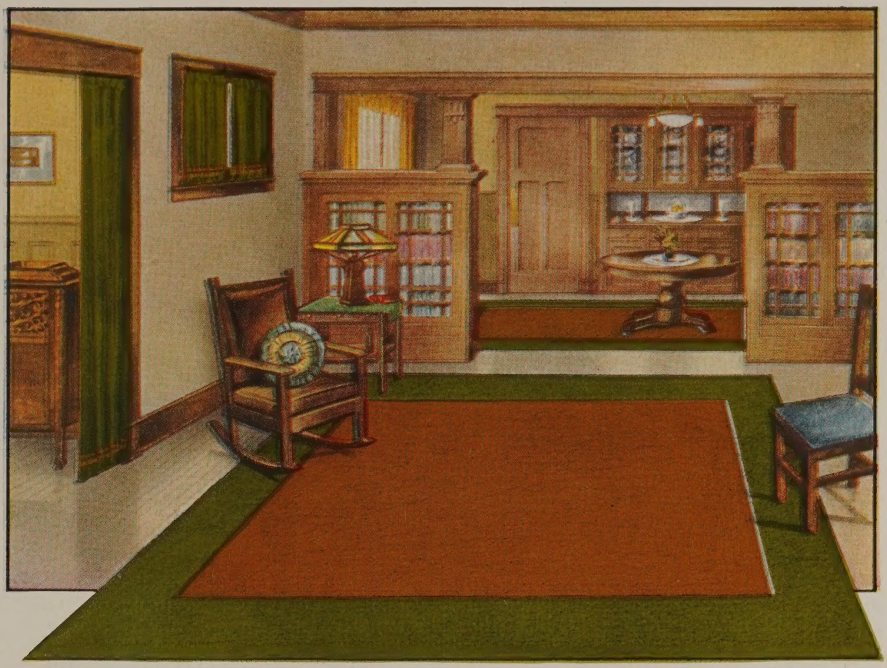
Like all Olson Velvety Rugs, it is woven with a firm body and thick, rich pile, insuring many years of satisfactory wear. The color is guaranteed fast and will not fade. The body of the rug is strong and the softness of its velvety pile makes an especially pleasant feeling underfoot.

We cannot impress upon your mind too strongly that rugs of the same appearance and quality are sold by carpet and rug dealers throughout the country at prices ranging from $60.00 to $75.00 for a 9 x 12 rug. You must see this Olson Velvety Rug to appreciate its exceptional value. An Olson Velvety Rug is a wise investment.

After we have reclaimed your old material even an expert cannot tell the difference between the reclaimed wool fibres and new wool material used in the good store rugs.

Every order completed WITHIN ONE WEEK. Read our liberal guarantee on back cover.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).



30 x 54 in... $3.75

PATTERN 345. **Brown with green border—All Sizes—Reversible, Seamless**

9 x 12 ft... $29.35

THIS cozy living-room owes much of its attractiveness to the harmonious Olson Velvety floor covering. The center of this rug is a rich shade of brown, while the wide border is a soft green, which forms an extremely pleasing contrast. The pattern is the same on both sides—you get two new rugs for the price of one.

Like all Olson Velvety Rugs, it has a deep, rich pile that gives a soft, pleasant feeling underfoot. Because of the tight, firm weave, this rug will wear a lifetime. Colors are guaranteed not to fade.

There is a rug to match any decorative scheme. Let us prove to you, at our risk, the claims we make for Olson Velvety Rugs.

If your new rugs do not come up to your expectations, we don't want you to keep them. Not only do we guarantee to refund all your money, but we will pay you for your old material. In one week we will reclaim the wool in your material and weave rugs that will win the admiration of your friends.

If you lack enough old material, we will furnish new wool stock at 15c a (pound what it costs us).

REGULAR SIZES	Amount of Your Material Required	WEAVING PRICE
27 x 36 in.	7½ lbs.	$ 2.50
30 x 54 in.	11 lbs.	3.75
36 x 63 in.	13 lbs.	4.35
4 x 6¾ ft.	22½ lbs.	7.30
5 x 8 ft.	34 lbs.	10.80
6 x 6 ft.	30 lbs.	9.80
6 x 8 ft.	36 lbs.	12.95
6 x 9 ft.	40 lbs.	14.65
7 x 7 ft.	37 lbs.	13.35
7 x 9 ft.	47 lbs.	16.95
8 x 8 ft.	48 lbs.	17.40
8 x 10 ft.	60 lbs.	22.10
8 x 11 ft.	66 lbs.	24.05
9 x 9 ft.	61 lbs.	21.90
9 x 11 ft.	74 lbs.	26.65
9 x 12 ft.	80 lbs.	29.35
10 x 10 ft.	75 lbs.	27.40
10 x 12 ft.	90 lbs.	32.75
10 x 13 ft.	97 lbs.	35.40
11 x 11 ft.	91 lbs.	33.00
11 x 14 ft.	115 lbs.	42.10
12 x 12 ft.	108 lbs.	38.95
12 x 14 ft.	125 lbs.	45.90
12 x 15 ft.	134 lbs.	49.00

We can weave Pattern 345 in **any other length** and **width** at 31c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

Three Strong Testimonials

Name of article
Olson Velvety Rug
Made by
Olson Rug Company
This is to certify that Feb. 15 to Mar. 15, 1919 the article named above was tested in the Priscilla Proving Plant and found satisfactory under home conditions and expert examination We therefore authorize the use of our official Priscilla Proving Plant Seal of Approval upon any label or advertisement of this article
The Priscilla Publishing Company
By Forrester and Elizabeth Macdonald
Directors Priscilla Proving Plant

from
The MODERN PRISCILLA

A Leading Publication

From The U. S. Trade Reports

"HAVING lately received many requests from interested persons regarding the best makes of rugs from old carpets, we have been investigating the subject thoroughly, and as a result are now prepared to recommend and unqualifiedly endorse the rugs manufactured by the OLSON RUG CO., of Chicago, as being by far the best on the market.

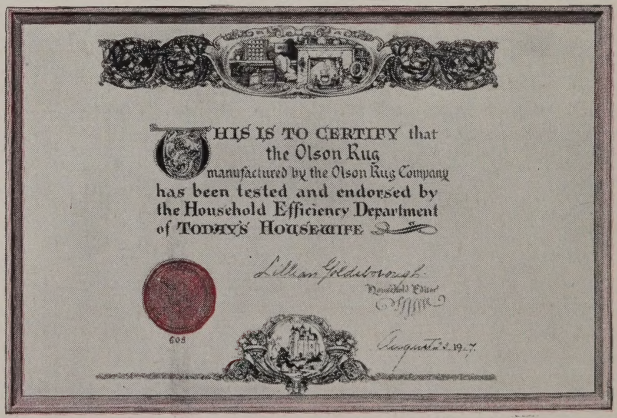
"The rugs manufactured by this establishment not only equal those offered by any other manufacturer, but in points of workmanship and finish cannot be surpassed, and no house in the country is more fully equipped to meet modern demands in this line. They are firm believers in quality, and zealously guard the quality of their products at all times by using only the best materials and employing experienced workmen.

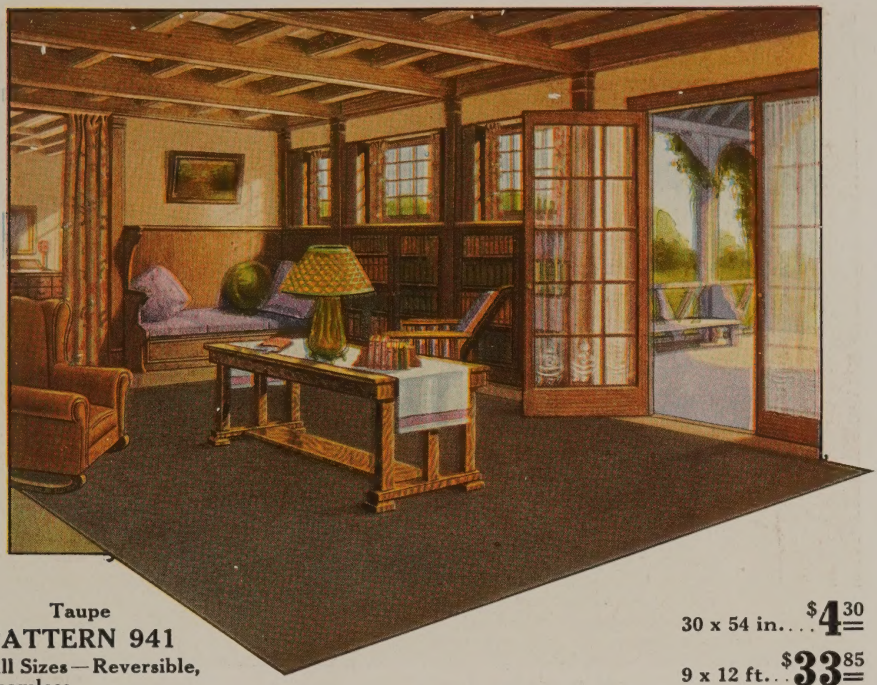
"The most phenomenal success with which their rugs have been introduced into new fields, and the constantly increasing demands from old customers, suggest that building trade upon quality has proved a great success.

"From our observations locally, also referring the matter to our representatives in all the principal cities, we feel justified in extending our editorial commendation to the OLSON RUG CO., of Chicago."

from
TODAY'S HOUSEWIFE

One of the foremost Home Magazines


THIS IS TO CERTIFY that the Olson Rug manufactured by the Olson Rug Company has been tested and endorsed by the Household Efficiency Department of TODAY'S HOUSEWIFE
Lillian Gildebrandt
Household Editor
603



Taupe

PATTERN 941

All Sizes—Reversible, Seamless

30 x 54 in.... $4.30=

9 x 12 ft... $33.85=

TAUPE is the fashionable new color, used in the finest floor coverings, that has won such tremendous popularity. A more sensible shade for a rug has never been used. Not only does this exquisite color lend itself to better furniture and decorations but it stands up under the most severe wear without showing soil. Taupe blends perfectly with **every** decorating scheme.

Note how agreeably the broad expanse of taupe color harmonizes with the walls, draperies, and furniture in the living room above. We believe it is hard to find a more home-like and inviting room than this. It satisfies every detail of interior decoration.

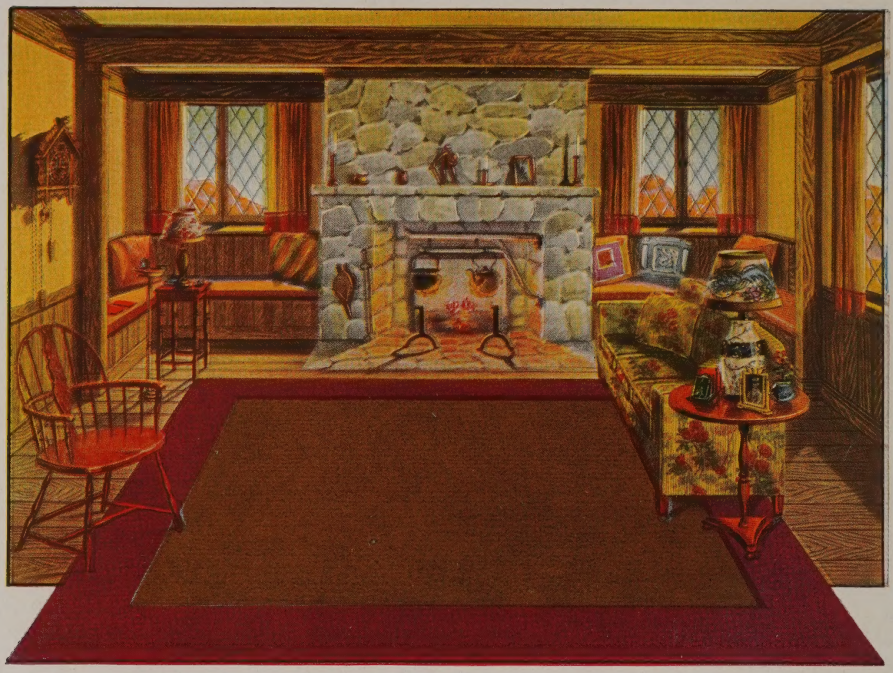
You will be making a wise selection if you choose a taupe OLSON VELVETY RUG for your living-room. The popular tendency is for one and two-toned rugs that cover nearly the entire floor—to within six inches of the wall. Colors are guaranteed fast. We recommend taupe for use in every room where unusual wear is expected.

PATTERN 946. Same as Pattern 941 with darker taupe border.

REGULAR SIZES	Amount of Your Material Required	PRICE PAT. 941	PRICE PAT. 946
27 x 36 in.	7½ lbs.	$ 2.85	$ 3.05
30 x 54 in.	11 lbs.	4.30	4.70
36 x 63 in.	13 lbs.	5.05	5.45
4 x 6¾ ft.	22½ lbs.	8.60	9.35
5 x 8 ft.	34 lbs.	12.75	13.85
6 x 9 ft.	40 lbs.	16.90	18.85
7 x 9 ft.	47 lbs.	20.05	21.80
8 x 10 ft.	60 lbs.	25.35	28.25
9 x 12 ft.	80 lbs.	33.85	37.60
10 x 12 ft.	90 lbs.	38.25	41.50
10 x 13 ft.	97 lbs.	41.45	44.95
12 x 12 ft.	108 lbs.	45.10	50.45
12 x 15 ft.	134 lbs.	57.35	62.25

We can weave Patterns 941 and 946 in **any other length** and **width**—Pattern 941 at 36c a square foot and Pattern 946 at 38c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).



30 x 54 in.... $3.75

PATTERN 545. **Brown; Mahogany border—All Sizes—Reversible, Seamless**

9 x 12 ft... $29.35

THE admirable decorative effect secured in this quaint bungalow living-room is largely due to the OLSON VELVETY floor covering. VELVETY RUGS have an atmosphere of charm about them that you cannot secure with any other rug.

In selecting a new rug, remember that it must not be considered an isolated item in the furnishings, but it should be selected to blend in with the general scheme. Note how perfectly the rug in the above room fits in.

If you are planning to get one of the two-tone rugs, now so much in vogue, you cannot make a mistake in selecting an OLSON VELVETY. By sending us your old carpets, rugs and old clothing, you save at least half on the price of a new rug, and you get in return, a bright, new VELVETY RUG, the equal in beauty and durability of the high grade Wiltons and Axminsters.

Pattern 545 is the same on both sides—just like getting two rugs for the price of one. Colors are guaranteed fast. The center is a rich, lustrous brown and the border a deep, warm Mahogany that blends perfectly with the brown. This pattern is a great favorite.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).

REGULAR SIZES	Amount of Your Material Required	WEAVING PRICE
27 x 36 in.	7½ lbs.	$ 2.50
30 x 54 in.	11 lbs.	3.75
36 x 63 in.	13 lbs.	4.35
4 x 6¾ ft.	22½ lbs.	7.30
5 x 8 ft.	34 lbs.	10.80
6 x 6 ft.	30 lbs.	9.80
6 x 8 ft.	36 lbs.	12.95
6 x 9 ft.	40 lbs.	14.65
7 x 9 ft.	47 lbs.	16.95
8 x 8 ft.	48 lbs.	17.40
8 x 10 ft.	60 lbs.	22.10
9 x 9 ft.	61 lbs.	21.90
9 x 11 ft.	74 lbs.	26.65
9 x 12 ft.	80 lbs.	29.35
10 x 10 ft.	75 lbs.	27.40
10 x 12 ft.	90 lbs.	32.75
10 x 13 ft.	97 lbs.	35.40
11 x 11 ft.	91 lbs.	33.00
11 x 14 ft.	115 lbs.	42.10
12 x 12 ft.	108 lbs.	38.95
12 x 14 ft.	125 lbs.	45.90
12 x 15 ft.	134 lbs.	49.00

We can weave Pattern 545 in **any other length** and **width** at 31c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

30 x 54 in.... $2.80

PATTERN 441. Green

All Sizes—Reversible, Seamless

9 x 12 ft... $23.15

THE adaptability of OLSON VELVETY RUGS to halls and stairs is well illustrated by this attractive interior. The color scheme suggested above is only one of many that will give the desirable warmth and welcome to the hall as a meeting and greeting place of your guests.

Foremost interior decorators have long advocated plain and two-tone rugs as the ideal floor covering for perfect harmony. The OLSON process of **reclaiming** your old carpets, rugs and old clothing has brought plain and two-tone rugs within reach of all pocketbooks.

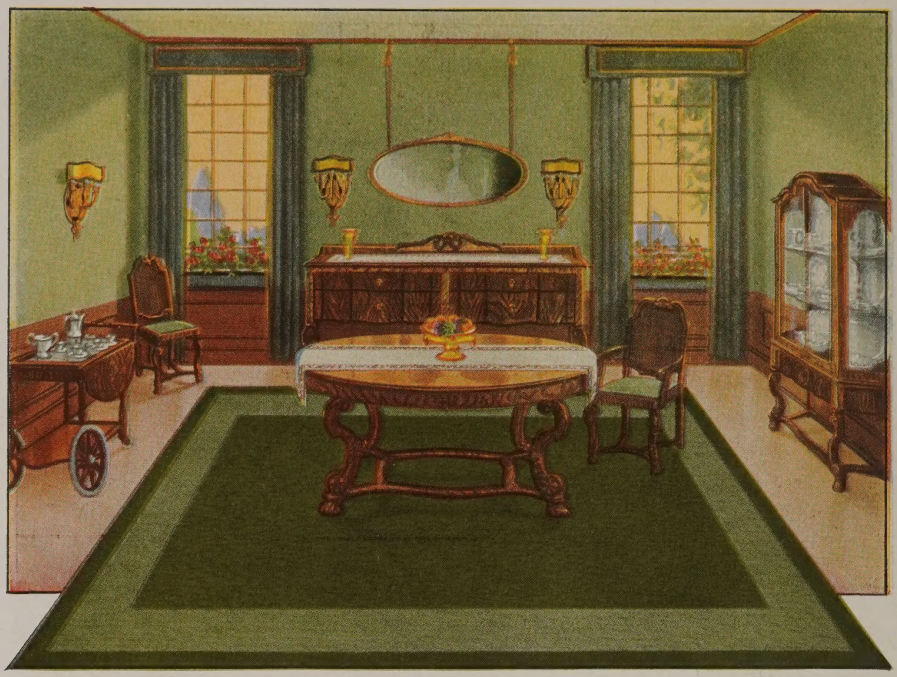
Though we show a rich green in the runner and stair covering above, you can easily imagine brown, red, or any other color in its place. For prices on any other color than green, refer to the pages on which these colors are shown. We will dye and reweave your old material into any of the tasteful colors shown in this catalogue and the cost will be no more than the most inexpensive floor covering bought from your local rug dealer.

Pattern 441 is firmly woven, with a deep, luxurious, wear-resisting wool nap. It will actually outwear two ordinary Axminster or Wilton rugs. Color is guaranteed not to fade. You cannot lose a penny in dealing with us.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).

REGULAR SIZES	Amount of Your Material Required	WEAVING PRICE
27 x 36 in.	7½ lbs.	$ 1.95
30 x 54 in.	11 lbs.	2.80
36 x 63 in.	13 lbs.	3.35
4 x 6¾ ft.	22½ lbs.	5.90
5 x 8 ft.	34 lbs.	8.65
6 x 6 ft.	30 lbs.	7.70
6 x 8 ft.	36 lbs.	10.40
6 x 9 ft.	40 lbs.	11.70
7 x 7 ft.	37 lbs.	10.50
7 x 9 ft.	47 lbs.	13.40
8 x 8 ft.	48 lbs.	13.50
8 x 10 ft.	60 lbs.	17.40
8 x 11 ft.	66 lbs.	19.20
9 x 9 ft.	61 lbs.	17.25
9 x 11 ft.	74 lbs.	21.10
9 x 12 ft.	80 lbs.	23.15
10 x 10 ft.	75 lbs.	21.25
10 x 12 ft.	90 lbs.	25.75
10 x 13 ft.	97 lbs.	27.80
11 x 11 ft.	91 lbs.	25.90
11 x 14 ft.	115 lbs.	32.95
12 x 12 ft.	108 lbs.	30.90
12 x 14 ft.	125 lbs.	36.85
12 x 15 ft.	134 lbs.	38.30

We can weave Pattern 441 in **any other length** and **width** at 24c a square foot Each square foot requires a little less than 1 pound of your material **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide



30 x 54 in.... $4.35

PATTERN 447. Green

All Sizes—Reversible, Seamless

9 x 12 ft... $33.65

OLSON VELVETY RUGS have been improved to a point where they are no longer sought because of the necessity of saving money, but rather because of a preference for their beauty and long wearing qualities. Note what an admirable background the soft, rich, green OLSON VELVETY RUG shown above makes for the handsome Charles II. dining-room set.

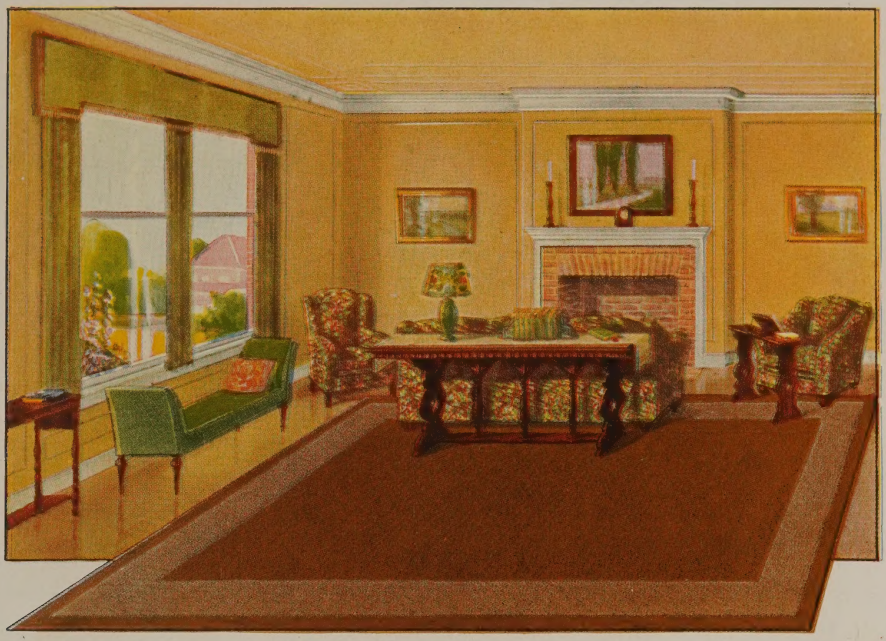
REGULAR SIZES	Amount of Your Material Required	WEAVING PRICE
30 x 54 in.	11 lbs.	$ 4.35
36 x 63 in.	13 lbs.	4.95
4 x 6¾ ft.	22½ lbs.	8.50
5 x 8 ft.	34 lbs.	12.60
6 x 8 ft.	36 lbs.	15.15
6 x 9 ft.	40 lbs.	16.95
7 x 9 ft.	47 lbs.	19.70
8 x 10 ft.	60 lbs.	25.10
9 x 12 ft.	80 lbs.	33.65
10 x 12 ft.	90 lbs.	37.45
10 x 13 ft.	97 lbs.	40.50
12 x 12 ft.	108 lbs.	44.75
12 x 15 ft.	134 lbs.	55.90

We can weave Pattern 447 in **any other length** and **width** at 33c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches wide are figured the same as 36 inches wide.

This pattern is unusually popular because it blends so well with nearly all furnishings, and is so easily cared for. We guarantee to reweave your carpets, rugs and old clothing into a rug exactly the same as the one illustrated above. It makes no difference how faded, threadbare or torn your old material is.

In beauty and durability Pattern No. 447 rivals the highest priced Wiltons and Axminsters. The pile is very deep and luxurious. The wearing quality of an OLSON VELVETY RUG is marvelous, and because we use your old material, we are able to give you new OLSON VELVETY RUGS at a price which eliminates competition without in any way sacrificing quality. All orders completed within one week.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).



30 x 54 in.... $4.35

PATTERN 647. Brown

All Sizes—Reversible, Seamless

9 x 12 ft... $33.65

THE suitability of this rich-toned brown Olson Velvety Rug for all rooms in the home, makes it one of the greatest favorites with our customers. The center and narrow outside border are a beautiful shade of brown. The wide inner border is a light tan that makes an attractive contrast with the brown. This rug will give a cheerful, homey atmosphere to any room. It does not show dirt.

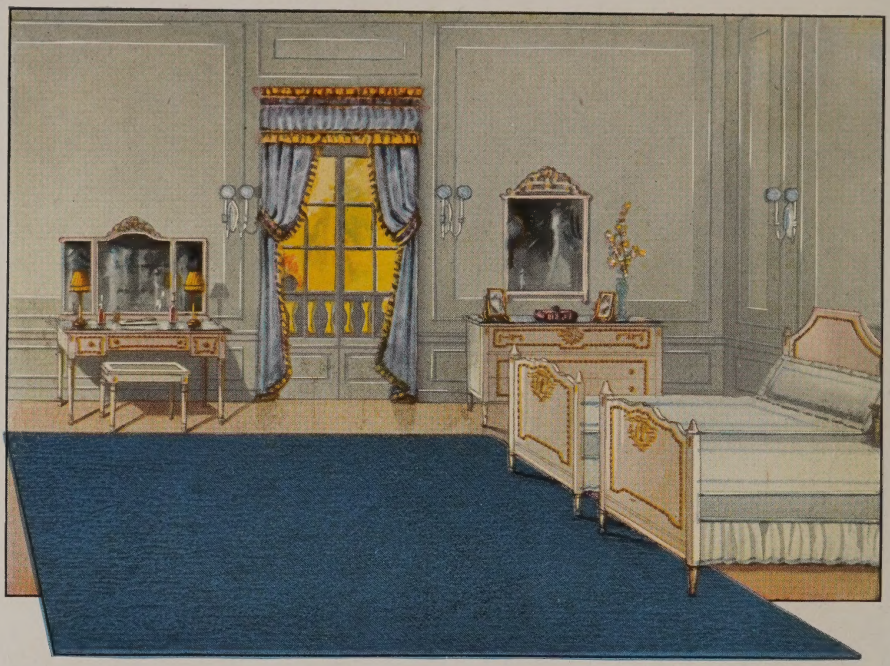
Like all Olson Velvety Rugs, the pattern and colors appear identically the same on both sides. When one side is worn the other can be used. It is practically two rugs for the price of one.

Olson Velvety Rugs are absolutely dependable—the acme of perfection in construction, material, dye-stuffs and finish—moderately priced, but in every respect measuring up to the standard of the good grade of Wilton. We dye your material free with fast dyes; and weave and complete your rugs in **one week.** Our iron-clad guarantee protects you absolutely against disappointment. Read our guarantee on back cover.

REGULAR SIZES	Amount of Your Material Required	WEAVING PRICE
30 x 54 in.	11 lbs.	$ 4.35
36 x 63 in.	13 lbs.	4.95
4 x 6¾ ft.	22½ lbs.	8.50
5 x 8 ft.	34 lbs.	12.60
6 x 8 ft.	36 lbs.	15.15
6 x 9 ft.	40 lbs.	16.95
7 x 9 ft.	47 lbs.	19.70
8 x 10 ft.	60 lbs.	25.10
8 x 11 ft.	66 lbs.	27.80
9 x 11 ft.	74 lbs.	31.30
9 x 12 ft.	80 lbs.	33.65
10 x 12 ft.	90 lbs.	37.45
10 x 13 ft.	97 lbs.	40.50
11 x 14 ft.	115 lbs.	48.65
12 x 12 ft.	108 lbs.	44.75
12 x 15 ft.	134 lbs.	55.90

We can weave Pattern No. 647 in **any other length** and **width** at 33c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).



30 x 54 in.... $4.30

PATTERN 141. Blue

All Sizes—Reversible, Seamless

9 x 12 ft... $33.85

THE remarkable demand for Blue OLSON VELVETY RUGS is conclusive proof of their desirability. It seems to be the aim of every housewife to have one room in the attractive blue tones.

They are splendid for the bedroom or nursery, but may be used equally as well in any room in the home. The firm weave and deep nap give them the same luxurious feel underfoot that you find in the most expensive rugs. Due to the special Olson weave, Pattern No. 141 will stand unusual wear without showing soil.

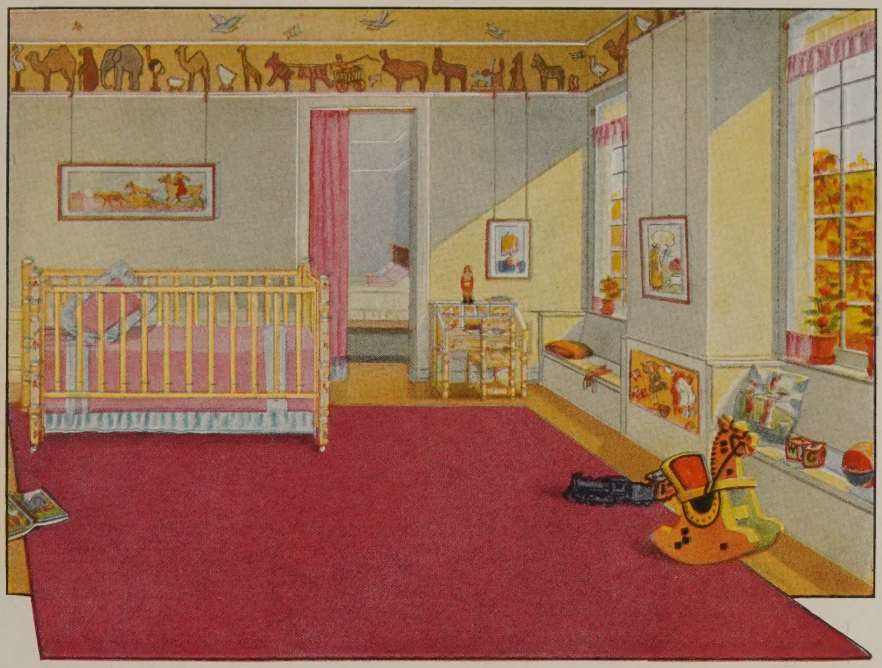
REGULAR SIZES	Amount of Your Material Required	WEAVING PRICE
27 x 36 in.	7½ lbs.	$ 2.85
30 x 54 in.	11 lbs.	4.30
36 x 63 in.	13 lbs.	5.05
4 x 6¾ ft.	22½ lbs.	8.60
5 x 8 ft.	34 lbs.	12.75
6 x 9 ft.	40 lbs.	16.90
7 x 9 ft.	47 lbs.	20.05
8 x 10 ft.	60 lbs.	25.35
9 x 9 ft.	61 lbs.	25.85
9 x 12 ft.	74 lbs.	33.85
10 x 12 ft.	90 lbs.	38.25
12 x 12 ft.	108 lbs.	45.10

We can weave Pattern 141 in **any other length** and **width** at 36c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

Like all VELVETY RUGS, it is seamless and two-faced. When one side is worn, simply turn your rug over and you have another new rug. Colors are guaranteed fast.

It makes little difference how worn or faded your old carpets, rugs or old clothing may be, we will dye and reweave them into beautiful blue VELVETY RUGS, guaranteed to give the same wear and satisfaction that you would get from any floor covering costing twice the price you pay us for weaving.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).



30 x 54 in.... $4.30

PATTERN 741. Rose

All Sizes—Reversible, Seamless

9 x 12 ft... $33.85

AS you cross the threshold of this sunny room you involuntarily exclaim "How charming and refreshing!" There should be an atmosphere of restfulness and contentment in a bedroom. Note how admirably this one-tone rose rug helps to create this atmosphere.

Above all things avoid fancy designed floor coverings and walls, for they will surely destroy repose.

Rose rugs are particularly appropriate for the bedroom and nursery where the soft shades of rose make them the perfect floor covering for exquisite color harmony. But they are also suitable for every room.

VELVETY RUGS are woven on heavy power looms of the most improved type. The nap is luxuriously thick. The soft, pleasant feeling under foot makes them ideal for the bedroom. Colors are guaranteed fast. Just to feel the rug will convince you of its wonderful superiority.

The texture of this rug is specially woven so as not to show the soil.

PATTERN 746. Same as Pattern 741 with darker rose border.

REGULAR SIZES	Amount of Your Material Required	PRICE PAT. 741	PRICE PAT. 746
27 x 36 in.	7½ lbs.	$ 2.85	$ 3.05
30 x 54 in.	11 lbs.	4.30	4.70
36 x 63 in.	13 lbs.	5.05	5.45
4 x 6¾ ft.	22½ lbs.	8.60	9.35
5 x 8 ft.	34 lbs.	12.75	13.85
6 x 9 ft.	40 lbs.	16.90	18.85
7 x 9 ft.	47 lbs.	20.05	21.00
8 x 10 ft.	60 lbs.	25.35	28.25
9 x 12 ft.	80 lbs.	33.85	37.60
12 x 12 ft.	108 lbs.	45.10	50.45

We can weave Patterns 741 and 746 in **any other length** and **width**—Pattern 741 at 36c a square foot and Pattern 746 at 38c a square foot. Each square foot requires a little less than 1 pound of your material. **HALL RUNNERS** 27 and 30 inches figured same as 36 inches wide.

If you lack enough old material, we will furnish new wool stock at 15c a pound (what it costs us).

HOW TO ORDER—IT'S EASY

Tie up your old carpets, rugs and old clothing in a roll, or bundle, just as they are, attach one of our tags with your name and address on it, and send the bundle over to your freight depot, or have the expressman or postman call at your door. That's all there is to it. We do the rest. Then write your order on the enclosed order blank and mail to us.

We Pay Freight, Express, or Parcel Post—

on all shipments of material from the following states, provided the order amounts to $9.00 or more (see order blank). However, smaller orders will receive the same careful attention.

Alabama	Illinois	Maryland	Nebraska	Ohio	Tennessee
Arkansas	Indiana	Massachusetts	New Hampshire	Oklahoma	Texas
Colorado	Iowa	Michigan	New Jersey	Pennsylvania	Vermont
Connecticut	Kansas	Minnesota	New York	Rhode Island	Virginia
Delaware	Kentucky	Mississippi	N. Carolina	S. Carolina	W. Virginia
Florida	Louisiana	Missouri	North Dakota	South Dakota	Wisconsin
Georgia	Maine	Montana			

We Will Also Pay Freight—

on shipments of old material from the following states, if 65 pounds or more are sent. On shipments less than 65 pounds we will pay one-half the transportation charges.

California	Washington	Oregon	Arizona	Idaho	New Mexico
	Nevada	Utah	Wyoming		

Ship your bundle to us COLLECT, or prepay the charges and we will deduct the amount you paid from your bill. The customer is expected to pay shipping charges on the finished rugs. This does not amount to very much; on an average it will be about $1.00 for a shipment of two 9 x 12 rugs.

We guarantee the safe delivery of your new rugs.

Always send instructions by mail—never inside the bundle.

Every Order Completed in One Week

Our immense organization is fully equipped with all the most improved machinery. We will positively weave and complete your order in the remarkably short time of one week.

Send No Money With Your Order

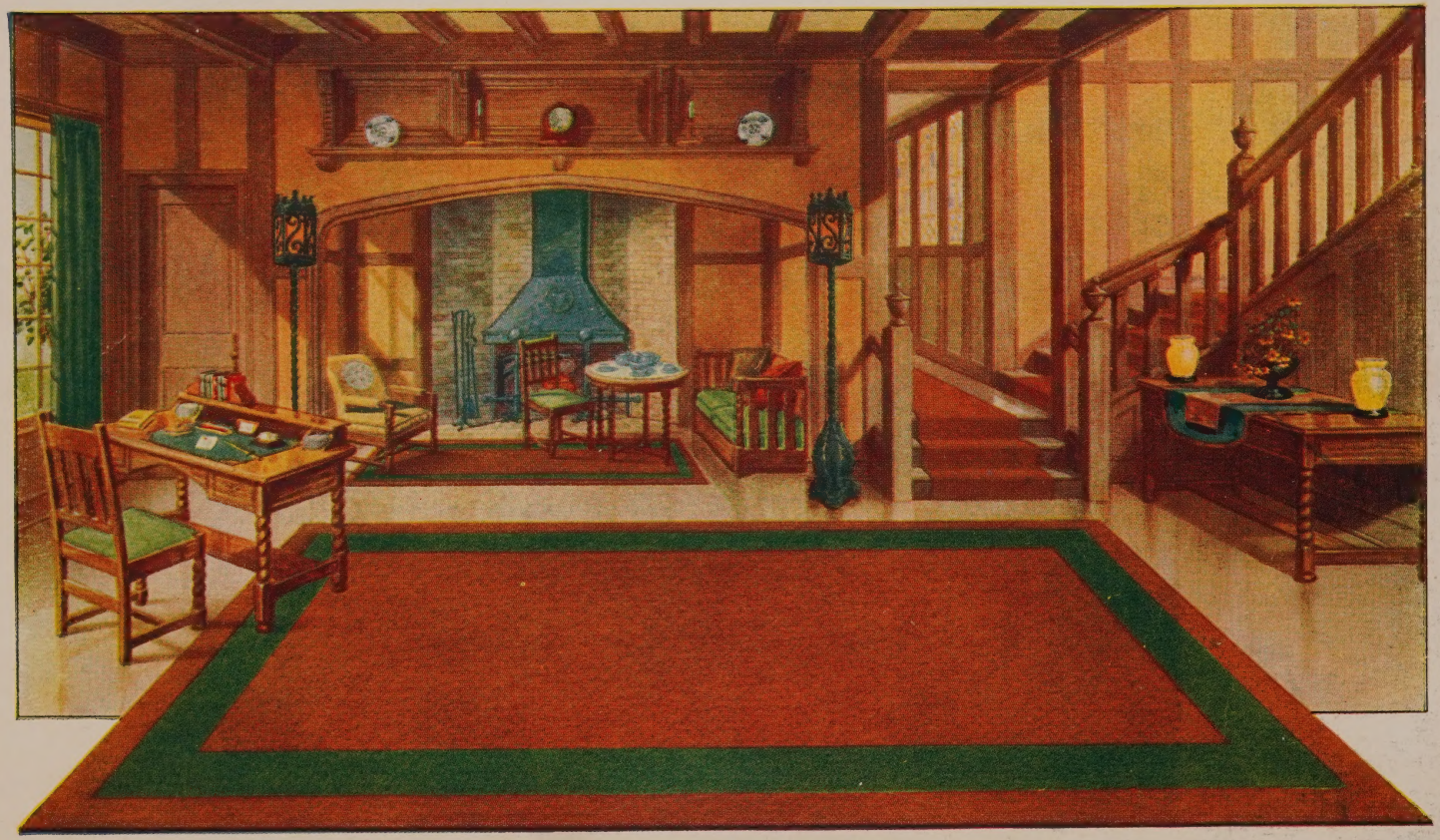
It is not necessary to send any money with your order. When your rugs are finished we will notify you and send you a bill. In remitting, send Bank Draft, Express or Postal Money Order or Cash by Registered Letter or Personal Check. If you live on a rural route, your carrier will buy a money order for you, and enclose and mail it to us with your letter.

Our References

We refer you to any bank in Chicago. Our best references are our customers. We have over 100,000 unsolicited letters from satisfied customers.

We can weave rugs in any size and shape to fit any room. Write for prices on irregular shapes.

AVERY CLASSICS



PATTERN 648. **Brown with green**
See page 12 for prices, same as Pat. 348.

30 x 54 in. $3.95 9 x 12 ft. $30.60

This large, comfortable living room illustrates how OLSON VELVETY RUGS are used to splendid advantage. Picture this beautiful rug in your own home. Like the fine Wiltons, the nap or surface is soft, deep and luxurious. It will outwear two ordinary rugs; won't show soil. In all sizes—seamless—reversible.

Our Guarantee

WE GUARANTEE to weave new OLSON VELVETY RUGS from your old carpets, rugs and old clothing, exactly as represented in this catalogue. We guarantee complete satisfaction. OLSON VELVETY RUGS must prove right by the test of wear; keep them on your floors for *five days*—walk on them—examine them carefully—get the opinion of your friends, then, if for any reason, you do not think that VELVETY RUGS are the biggest rug value you ever had for your money, you have the privilege of returning them to us at our expense, and we will refund every penny you have paid and pay you from 3 cents to 10 cents a pound for your old carpets, rugs and old clothing. We *insist* on pleasing our customers. You cannot lose a penny in dealing with us.

Olson Rug Company

28-40 Laflin Street. Chicago, Illinois.

PATTERN NO. 146